



AUGUST 1914

COLOURED COVER

THE
ROYAL REALTY COMPANY

The Royal Block - - 212 Twenty Second Street
SASKATOON, Sask.

== SCENIC CITY PROPERTY ==

MOUNT ROYAL
MOUNT ROYAL ANNEX
HIGHBURY PARK
BOTTOMLEY ADDITION
BROADWAY ANNEX
UNIVERSITY ANNEX

HOME SITES ADJOINING THE BEAUTIFUL
UNIVERSITY OF SASKATCHEWAN

Rental Agents - - Insurance - - Investments

Reasonable Terms to All Clients

RICHARD M. BOTTOMLEY, Lancashire, England.

WILLIAM D. COWIE, Saskatoon, Sask.

T. H. WIGGINS, Saskatoon, Sask.

76.089
27-5-49

Real Estate, Rental, Insurance and Financial Agents,
Assignees, Liquidators and Receivers,
Executors, Administrators and Trustees.

MARTIN-HARGREAVES COMPANY

(Incorporated by Special Act of the Provincial Legislature)

Estate and Private Funds Invested in Approved First Mortgage Securities
Advice on Financial Transactions in Real Estate
The Incorporation, Management and Amalgamation of Companies Undertaken

Registered Agents:
London & British North America
Company, Limited

Registered Managers:
London & Saskatchewan Investment
Company, Limited

Correspondents in London, England, and Vancouver, B.C.

SASKATOON,

SASK.

FREDERICK A. BLAIN

Financial Agent



Real Estate Operator

Builder and Proprietor of Connaught Office Building on Busy Third Avenue

WHEN one delves deep into the general scheme of development and singles out those who have accomplished wonders for Saskatoon, it will be found that this city is not an accident, but the result of far-sighted business judgment. It also demonstrates the resourcefulness of the citizen of the great old Dominion, and what he can accomplish when opportunity presents itself.

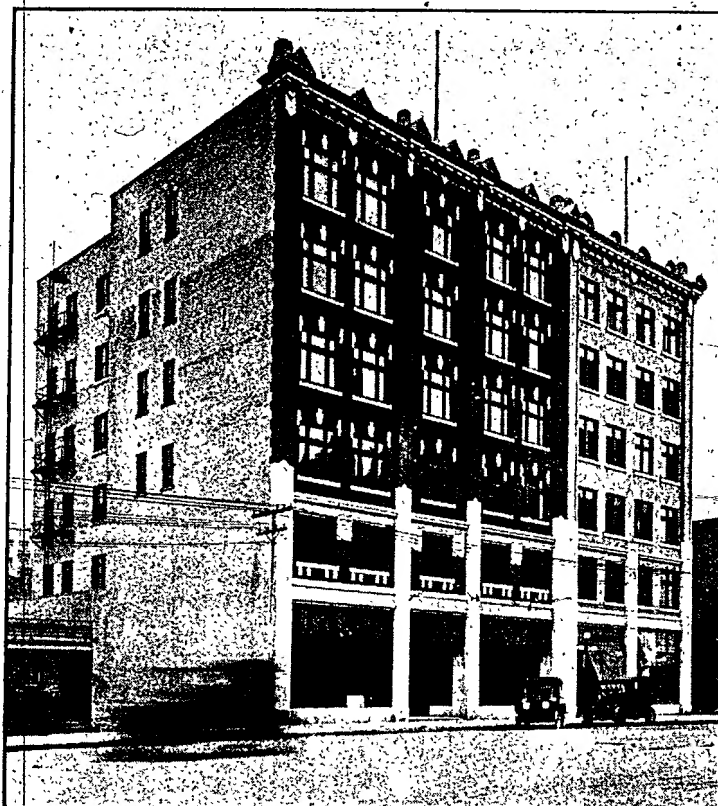
It is in the business institutions behind whom these pioneers stand that the outside world is given its best opportunity for entering the field and securing the things needed as well as an avenue through which to succeed. That is why such men as Frederick A. Blain, pioneer real estate man, and creator of one of the city's finest business structures furnishes one of the best channels for investment.

Mr. Blain was chosen a member of the first city council and had a hand in mapping out the course of the city and helping it gain impetus toward metropolitanism. He identified himself actively with Knox church, and is an ardent worker in the Y. M. C. A. as treasurer, being one of those who labored to secure the handsome quarters that institution now occupies.

One of his first ventures in Saskatchewan was the acquisition of valuable farming land, and is now operating fifteen hundred acres surrounding Saskatoon.

These diversified interests and his thorough familiarity with values in the city and province gives Mr. Blain a marked advantage in the real estate business, and affords investors at a distance an opportunity to operate through safe channels.

In the Connaught building Saskatoon has a monument to its greatness as well as to the zeal of Mr. Blain. The construction of this building during the time when money was tight is an evidence of his faith in the present and future of the city. The building contains 100 rooms, single or en suite, and is provided with double elevators and every modern necessity.



THE CONNAUGHT BLOCK
F. A. BLAIN, Proprietor

INDEX

Albany Hotel.....	78	Hanson, A. H. and Company Limited.....	61	Saskatoon Liquor Company.....	71
Adanac Securities and Trust Corporation.....	81	Hotel Baldwin.....	70	Standard Investment Company Limited.....	72
A. Dulmage, Druggist.....	96	Heintzman, Gerhard Ltd.....	51	Speers, Mighton and Company Limited.....	86
Alexandra Hotel.....	71	Hackney, J. M. and Company.....	49	Saskatoon Hospitals.....	91
Atkinson, Sylvester T.....	44	Hoeschen-Wentzler Brewing Co. Ltd.....	80	Smith, Andrew, and Company.....	88
Brown, Hon. George William, Lt. Gov.....	9	Hill Agencies Limited.....	83	Saskatoon Nursery Company.....	88
Bailey, F. R. and Company.....	72	Interprovincial Coal Company.....	95	Saskatoon Pure Milk Company.....	89
Butler, Byers Brothers and Codere.....	37	Isbister and Pretty.....	64	Saskatchewan's Educational System.....	14
Board of Trade Activities.....	15	Index.....	1	Saskatchewan's Live Stock.....	15
Brandon, James.....	73	Isbister, Malcolm.....	36	Saskatoon Cigar Factory.....	51
Burdoin, Alfred.....	72	John Laycock & Company.....	6	Saskatoon Bottling Works.....	50
Barry Hotel, The.....	85	Jackson Automobile Agency.....	83	St. Laurent, A. E.....	58
Bigelow Brothers.....	96	King Edward Hotel.....	45	Saskatoon on Sound Foundation.....	82
Cabinet Ministers of Saskatchewan.....	8	Landa, W.....	84	Saskatoon Brick and Supply Co. Ltd.....	55
Cairns, J. F., Department Store, cover and.....	43	Lecky, R. J., and Company.....	69	Sorrmersfeld, P. L., Company, Limited.....	55
Calder, Sheriff Leonard G.....	37	Lowes, Jack, "The Mens' Man".....	54	Saskatoon Bread Company Limited.....	62
Calder, George G.....	72	Live Stock.....	31	Saskatoon Commission Company.....	64
Canada National Insurance Company.....	53	Live Stock, by W. J. Rutherford.....	24	Saskatoon Industrial Exhibition.....	67
Govan William.....	60	Market Gardening.....	60	Saskatoon Churches.....	19
Cameron, W. D.....	73	Monarch Lumber Company, Limited.....	57	Sclanders, F. Maclure.....	20
Canadian Agency, Limited.....	92	Modern Methods of Soil Tiller etc.....	56	Saskatoon's Strides, A. Bowerman.....	21
Carmichael, J. S.....	54	Munroe Dr. Hugh Edwin.....	50	Saskatoon's Y.M.C.A., A. Eustace Haydon.....	22
Clare G. H. & Company, Limited.....	40	Madden, John W; The Tailor.....	38	Saskatoon's Y.W.C.A., Miss Stella Tuckey.....	23
Clinkskill, James.....	40	Metal Shingle and Siding Co.....	39	Standard Trusts Company.....	41
Continental Oil Company.....	43	McRae, John A. and Company.....	6	Saskatchewan Oats, J. C. Hill and Sons.....	42
Co-operative Methods of Government.....	11	Meilicke, E. J., and Sons.....	3	Saskatoon's Development.....	44
Coulthard and Harrison.....	47	Martin-Hargreaves.....	1	Saskatoon Garrison.....	25
Crawford, E. F., Piano House.....	66	MacDougall-Bidwell Company Ltd.....	37	Sport, The Quakers.....	26
Clinkskill's Limited.....	69	McFarlane, G. W.....	36	Sport, Football, Y.M.C.A. sports.....	27
Curries.....	43	MacMillan, F. R., Department Store.....	33	Saskatoon Industrial Exhibition.....	13
Cushing Brothers, Limited.....	88	Mitchner, C. D.....	34	Saskatchewan Wheat.....	48
Dairying and Live Stock.....	30	MacDonald, The A., Company Limited.....	84	Scratch, Roy M.....	47
Dutcher, B. E; and Company.....	44	Modern Steam Laundry.....	73	Stewart, Dr. Peter Donald.....	45
Drinkle, John Clarence.....	52	Mighton, Bell and Turner.....	87	Sutherland and Young.....	38
Dunning Transfer Company.....	79	Mackenzie and Tuayer.....	94	Saskatoon a City of Homes.....	29
Dutton-Wall Lumber Company.....	70	McMillan, Angus.....	70	Saskatoon's School System.....	18
Elliott and Son.....	46	Northern Planing Mills Limited.....	81	Tanner Land Company Limited.....	79
Engen, Frederick.....	86	National Trust Company Limited.....	59	Temperance Hotel.....	66
Empire Hotel.....	68	Palace Livery.....	89	Trimble, W. B. S. Company Limited.....	66
East, John A., Iron Works.....	51	Phoenix Photographs.....	90	Tupling, Harry, Gentleman's Clothier.....	59
Frederick A. Blain.....	2	Police Department.....	32	Thompson and Crockart.....	43
Fire Department.....	32	Public Utilities, (C. J. Yorath).....	5	United Typewriter Company Ltd.....	39
Farley, Thomas E.....	66	Proclamation.....	4	University of Saskatchewan.....	16
Goose Lake Grain and Lumber Co. Ltd.....	38	Potter's Limited.....	49	Violette, C. A.....	2
Government Telephone System.....	10	Prescott Piano Company.....	53	Women's Clubs.....	29
Geary, M. C. and Company.....	28	Polar Aerated Water Company Ltd.....	77	Woodsides Limited.....	49
Government Elevator.....	28	Quaker Oats Company.....	93	Western Foundry and Machine Co. Ltd.....	56
Great Western Furniture Company Limited.....	74	Regal Cigar Stores.....	5	Wilson Brothers.....	83
Gardiner, A. E., Machine and Motor Company.....	59	Retrospect and Prospect J. A. Aikin.....	7	Western Commercial Company Limited.....	63
Gratias Land Company, Limited.....	53	Riddel, George.....	62	Wentz, C. H., Lumber Company.....	65
Holmes, Frank, Merchant.....	86	Radiant Sign Company.....	70	Western Canada Sawmill Yards Limited.....	76
Holmes, Dr. J. Elliott.....	72	Roy, J. E., and Company.....	71	Western Distributors Limited.....	78
Hotel Brevoort, The.....	75	Royal Realty Company.....	77		
Hettle-Drennan Company.....	79	Saskatchewan Iron Works Limited.....	68		

CHARLES A. VIOLETTE

Advertising Specialist

EDMONTON

ALBERTA

Promoter of This Edition of The Saskatoon Phoenix

Owner of choice Edmonton properties on Jasper West, First Street and Namayo Avenue. Acreage for subdivision at Grouard, Fort McMurray and Edmonton.

Low rate of interest, long and easy terms. Full information regarding Peace River, Fort McMurray and the North Country.
Phone 81876, Edmonton, Alberta, for particulars.

E. J. MEILICKE & SONS

FINANCIAL AGENTS—COAL AND LUMBER

One of The Pioneer Firms Which Came to Saskatoon, Saw and Remained
to Join in the Work of Empire Building.

INSTANCES of where sturdy Americans have forsaken honors and the prestige and advantage they afforded to take up the greater work of helping to create a new empire are numerous in Western Canada, and when the final chapter is written these names will become interwoven as the most inspiring chapters of modern history. It is due to the great cosmopolitan

Progressive Factors of City Who
Have Attained Envyable Ends
Through Sound Business
Methods

Previous to coming to Saskatoon Mr. H. E. Meilicke was a student at law and enjoyed long experience in one of the large banking institutions of Minnesota. It is this experience coupled with a natural foresight and ability to formulate and execute plans for the future that has made this firm a power for good in laying the foundation for the advancement of Saskatoon.



H. E. MEILICKE

spirit and complexion of Saskatchewan that she has taken her place in the ranks of the most progressive and prosperous provinces of Canada.

The most inspiring feature of these episodes in history making is the fact that those who were guided by their faith in the ultimate destiny of the country have been rewarded with their fair share of success both financially and socially. Of these the firm of E. J. Meilicke & Sons stands out as a monument of what co-operative effort may do toward winning success in a new land.

It was early in the beginning of the present century that Mr. Meilicke received the first inspiration that has landed him and his sturdy young sons within the inner circle of business activity in Saskatchewan. A

years save its fertile acres. Here and there was a small patch of wheat, planted by the brave spirits who had begun to blaze the trail to the new empire. With characteristic thrust Mr. Meilicke and his sons H. E. Meilicke, C. A. Meilicke, O. F. Meilicke, and Edward J. Meilicke, began business, acquiring land and putting in efforts where they would be assured of the success that had crowned those of the men who had created the great American state. Two years ago the present firm's headquarters were established in Saskatoon, Mr. H. E. Meilicke assuming the executive head. Business that had been begun in Saskatoon was enlarged and they began expanding in the lumber and coal business and adding to their financial department, until today the firm of E. J. Meilicke & Sons is one of the most substantial and best known in the province.



E. J. MEILICKE

The firm's large lumber yards and stores of building supplies offer splendid opportunities for the builder both in Saskatoon and throughout the province. Being founded upon sound principals and embodying the highest business ethics in its transactions the firm was able to readjust itself as rapidly as conditions demanded and keep abreast of the times, all the time building up prestige and becoming of greater importance to the business life of the city.

During the time Messrs. Meilicke and Sons have been in Saskatchewan they have become some of the heaviest investors in farm lands and through the scientific management thereof have demonstrated the value of farm lands to those who are seeking the avenues to independent fortune.

Each member of the firm is signally equipped in business experience and training, and has given to the city and province the benefit of this training not only in the business world but in the greater work of developing the country. Mr. E. J. Meilicke's experience in the legislative halls of Minnesota created of him a valuable asset in political affairs and he was chosen chairman of the license commission.



EDWARD J. MEILICKE

Mr. C. A. Meilicke is one of the recognised inventors of America, having produced the Meilicke calculating machines that have proved a boon to large business houses.

In addition to their contributions to the city in the way of investments and their large purchases of farm lands Messrs. Meilicke & Sons have been identified with every movement looking to the advancement of the claims of the Northwest as the most promising field for business endeavor. They are the type of boosters that encourage others to seek success by emulating the works of the pioneers and have abundant example to lay before the newcomer to guide him into the channels that lead to financial victory.



C. A. MEILICKE

resident of Minnesota, where he had served in the state senate, he forsook his native land for the one of greater promise, and with his sons, who were training for professional careers, came to Saskatoon in 1901. There was little in Northern Saskatchewan to hint at the wonderful growth that would follow in the next few



O. F. MEILICKE

Such business firms as these lend a stability and measure of prestige to Saskatoon that guarantees its steady progress onward, and give to the outside world indisputable evidence of what awaits the man of courage brains and patriotism who seeks a given task and puts his best efforts into his work.

The Exhibition-Harvest Number of The Saskatoon Phoenix is published for the purpose of proclaiming to the world the supremacy of Saskatoon as a Financial, Industrial, Agricultural, Educational, Railway and Residential Centre, and to call attention to the immense future possibilities of Saskatchewan's Commercial Centre

WE, THE BUSINESS MEN, MANUFACTURERS, WHOLESALERS, PROFESSIONAL MEN AND CITIZENS GENERALLY, in co-operating with The Saskatoon Phoenix, hereby extend our indorsement and support to the Exhibition-Harvest Number and Book Edition which is published in the interest and commercial welfare, and for the up-building of Saskatoon, the fastest growing city in all Canada.

SASKATOON HAS A RECORD OF WONDERFUL DEVELOPMENT and in the growth of its population, it has made the phenomenal increase of 600 per cent. in five years. The geological and traffic position of the city together with the energy, unity and intelligence of the citizens, explains the wonderful development.

CITIZENS AND BUSINESS CONCERNS FLOURISH only when conditions are favourable. In this respect Saskatoon is very fortunate. It is a natural location for distributors and has among other advantages a larger tributary area than any other city in Saskatchewan.

SASKATOON IS IN EVERY RESPECT A PROGRESSIVE CITY. Its many extensive wholesale and retail establishments, railroad facilities, educational and banking institutions, churches, and public buildings, herein illustrated, is evidence of this. It is to make known its merits and desires to call the attention of other communities that these facts are herein set forth covering the entire city.

TO THOSE CONTEMPLATING IN ENGAGING IN A BUSINESS VENTURE and to such as would make their home in a city that is constantly forging ahead, quickened with a spirit of ambition and energy, Saskatoon has unequalled resources and advantages to present.

THE CITY IS LOCATED ON SOUTH SASKATCHEWAN RIVER served by the C.P.R., C.N.R. and G.T.P railways; possesses nine different operating railway outlets with others planned, there being no other large point near to dispute or divide the vast surrounding territory, it therefore belongs solely to Saskatoon as well as the competitive railway facilities for its absolute control.

INFORMATION REGARDING THE CITY may be obtained by addressing *The Saskatoon Phoenix*, Mayor F. E. Harrison, the Commissioner of the Board of Trade, the Industrial League, the Real Estate Board or any of the business firms whose names appear below.

Page 4



F. R. ANDERSON

The Regal Cigar Stores



Thriving Wholesale and Retail Tobacco Concern, Headed by A. J. Robertson and F. R. Anderson, Which Has Become a Saskatoon Factor : : : :



A. J. ROBERTSON

ADVANCEMENT of the Canadian west during the last several years has attracted men of stamina, men of mental vision and men of stability to the district. With these men, following in their wake, have come the young men who have been instrumental in placing the cities of the district in the front rank in the Dominion. These young men, endowed with the ability to demonstrate to their predecessors their capability of leading the procession of progress, have not only taken their places in line but have become aligned with the leaders in mercantile pursuits in the city.

To fall into line after the march toward the metropolitan goal has started is a difficult task. Men who harkened to the call of the west in the early days and settled in the region of which Saskatoon is today the center, were the men who laid the foundation for the inland empire of the province. These men lead the march. But to aid them in the development of the district it was necessary for them to associate the younger generation in their endeavors. For the young man to join in at the height of the prosperity

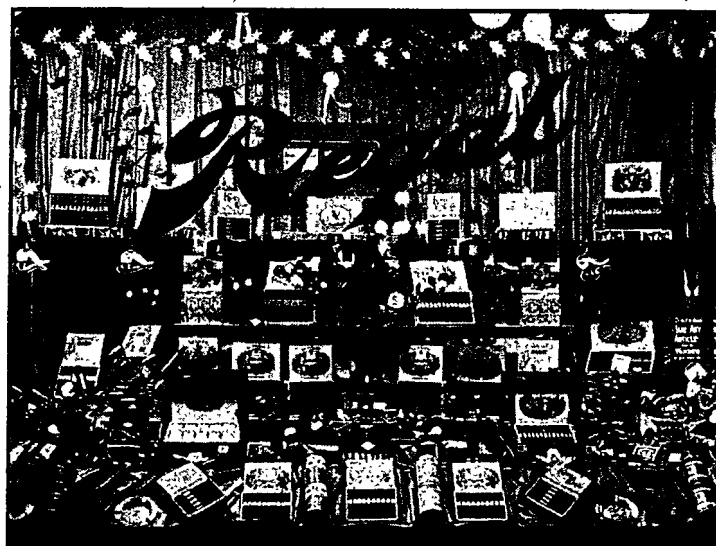
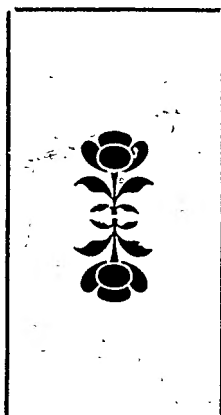
principles is demonstrated in the growth of their business in Saskatoon. Today they are the sole owners of the two modern cigar stores which bear the name Regal, they are recognized as leaders in their line by scores of smokers of the city and they have been honored by selection as two of the young men of prominence who have been responsible for the advancement of the city during the last three years.

Five men are required to attend to the business of the two stores in Saskatoon, these men dispensing the best of cigars and tobaccos, candies, magazines, walking sticks, pipes, pouches and every article which enters into the smoker's daily fare. These young men have established a standard. They have not been content with serving the semi-good products and articles to their patrons. They have demanded the best from the wholesaler and are dispensing the best to their hundreds of patrons at the lowest possible figure.

Included in the stock carried by the Regal Cigar Stores will be found the articles called for by the discriminating smoker, the finest in their lines. The best of Havana

are kept in perfect condition through the use of the Sanifacient Humidifier which is driven by electricity. An electric fan, revolving at a rapid rate immediately above a pan of water supplies the entire humidor with just enough moisture to keep the cigars in perfect condition. Another of these electrical devices has a place in the beautiful display case, every cigar receiving the same amount of moisture, whether it be placed alongside the moisture pan or at a far end of the case. The hygrometers in the humidors and show cases indicate the temperature and degrees of moisture, the mark being kept at 65 to 70 at all times.

Because of the delicate nature of the tobacco in the imported cigars it is necessary that they be kept in a humidifier by themselves, away from the smoking and chewing tobaccos, the odor of the one making the other disagreeable to the taste of the user. In the oak wall cases the moisture pads are installed at the top—not at the bottom as in many stores—the moisture falling to the bottom and reaching every article in the case. Then again there is a separate



One of the Attractive Windows of the Regal Cigar Store.

of the district, map out the line of business, establish institutions and collaborate with industrial captains whose fortune was already won was a task. Yet this was what was accomplished by A. J. Robertson and Mr. F. R. Anderson, proprietors of the Regal Cigar Stores at 119 Second Avenue North and at 234 Twentieth Street West.

It was in November 1912 that these young men were attracted to the district of which Saskatoon is now the center. For several years Mr. Robertson has been engaged in the tobacco business, having been called to Canada eighteen years ago from his home in the heathered hills of Scotland. Mr. Anderson, known favorably in the tobacco business in Ottawa for several years, became identified with Mr. Robertson and the two energetic young men turned their faces westward. The result of their earnest endeavors and their steadfast attention to sound business

Cigars, tobaccos, and imported tobaccos, pipes and cigarettes imported from the countries where they are manufactured, the finest of smokers necessities in every line and the score of attributes which add to the delight of the den, the clubroom or office are supplied daily to exacting patrons of the Regal Cigar Stores.

The humidor system in operation in the Regal stores has demonstrated its fitness by placing this institution at the top notch in the estimation of the smoker who demands his cigars and tobaccos in perfect condition. At heavy cost two airtight humidors each capable of holding 20,000 cigars and hundreds of pounds of smoking and chewing tobaccos have been installed in the Second Avenue store, one in the warehouse used for the tobaccos and another, fitted with a heavy plate glass front where the fancy imported cigars and choice hermetically sealed tobaccos brought from abroad

compartment for the tobaccos put up in paper packages, this article requiring more moisture than the tobacco in tins. Private humidors for the use of patrons purchasing cigars by the box are supplied.

One of the leading lines of cigars, the cigar which has won favor among the smokers of the Canadian west who prefer the brands which soothe rather than excite the busy man, the cigar which gives the satisfied effect rather than leaving the smoker drowsy and stupefied, handled and largely sold by the Regal Cigar Stores is the El Prado, a clear Havana manufactured in Montreal to fill the long felt want among Canadian smokers for a cigar having the mild, delightful qualities. This cigar has been popularized in Saskatoon and the district by the young men at the head of the Regal company. Thousands of them are disposed of weekly over the counters of the Regal stores.



Interior View of West-side Regal Cigar Store.



Interior View of the Regal Cigar Store on Second Avenue.

Municipal Ownership Of Public Utilities Pays Saskatoon

By C. J. Yorath, City Commissioner

THE water supply of Saskatoon is one of which any city might be proud. Even in the hottest weather it is always supplied to the consumer refreshingly cool. It is pure and always maintained at a good pressure. This utility was put on a sound basis last year, with the result that at the end of the year the auditor's balance sheet showed a profit in favor of this utility of \$4,000 in spite of the fact that at the end of the half year there was a deficit of \$11,000 and the year previous a deficit of \$23,000. In October of last year the rate for domestic consumption was reduced from 30 to 25 cents per 100 cubic feet.

The plant enables the whole of the city's water supply being pumped with electrically driven centrifugal pumps which have a capacity of 4,000,000 gallons per day with a normal pressure of 60 pounds in the mains. This pressure can be raised at an instant's notice in case of fire by means of a Booster pump to 100 pounds pressure. The average daily consumption is 1,500,000 gallons and provision has been made so that additional pumps can be added without enlarging the building which will provide a daily supply of 12,000,000 gallons sufficient for a population of approximately 250,000 people.

Filtration Plant Is Success.

The filtration plant is eminently satisfactory and is looked upon by health authorities throughout Canada as a model to be followed.

The whole of the city's water supply is first pumped from the river into a sedimentation basin, after which it is passed through the filters and then pumped direct to the consumer.

The average cost of filtering 1,000 Imperial Gallons is: During period of excessive turbidity 2.16 cents During period of normal turbidity 1.4 cents The following table shows the efficiency in bacterial removal of the filters:

Raw Water	Filtered Water	Efficiency percent removal
27	1.4	98.5
2.5	.5	80.00
11,114.00	16.00	99.8
4,644.00	20.00	99.6
4,172.00	37.00	96.7

Millions In Saskatchewan Grain

The value to producers of Saskatchewan Crops in 1913 was:

	Bushels	Price	Total Values
Wheat.	112,369,405	\$0.66 1/2	\$74,304,269.05
Oats.....	110,210,436	0.24 1/4	27,277,082.91
Barley.....	9,279,263	0.30 1/2	2,795,377.97
Flax.....	11,654,280	1.03 1/2	12,062,179.80
O t h e r grains	225,000	0.50	112,500.00
Potatoes..	4,634,140	0.54	2,502,435.60
F i e l d Roots	2,217,225	0.45	997,751.25
Tons			
Hay (natural and domestic)	1,098,500	5.00	5,492,500.00
Forage Crops	67,500	5.50	371,250.00
			\$125,915,346.58

Street Railway Department.

The Street Railway was inaugurated January 1, 1913 and if it is not one of the most profitable, it is one of the most appreciated possessions of the city.

The total amount of capital expended upon the Street Railway to date is \$736,688 which covers the cost of constructing 15.41 miles of track and equipment.

In the majority of cases where street railways show a deficit it can generally be traced to over-capitalization and if Saskatoon's utility is to be maintained on a paying

basis particular care must be exercised in seeing that this fault does not creep in, particularly in the construction of unremunerative routes.

Last year the average monthly receipts and operating expenses amounted to \$13,212 and \$14,452 respectively, while the average number of passengers carried per month was 290,536. The year's operation showed a deficit of \$19,000, but when it is remembered that it is the first year's operation and that street railways owned by other cities in the west had been in operation for a number of years in the west which had been in operation for a number of years had deficiencies ranging between \$40,000 and 100,000, the showing of the Saskatoon street railway is remarkably good.

At present the system is operated by 12 single and 2 double truck cars with a seating capacity of 32 and 44 respectively.

In the latter part of last year the new line to Sutherland was opened and has proved to be a very efficient and revenue bearing part of the utility. For the six months ending June 30 this year the auditor's statement shows the operating expenses, including sinking fund and interest and depreciation to be \$5,348.44, while the receipts total \$7,365.89, showing a net profit of \$2,017.45.

Profits In Municipal Power

Electric light and power is the most profitable of any of the city's utilities. Last year the auditors statement showed a profit of \$30,555.77 after allowing \$74,045 for sinking fund interest and depreciation. The total operating expenses amounted to \$316,646.59 with a revenue of, \$347,201.76.

In order to keep up, with the ever increasing demand for power and light a new \$3,000 K.W. steam turbine, supplied by the Canadian Westinghouse Company, was installed last year at an approximate cost of \$70,000.

The total number of connections to the end of June this year was 4,647. The capacity of motors which have been connected up is 3589 1/2.

The highest peak load last year was 3,200 K.W., with a maximum monthly output of 994,700 K.W.Hs.

The capital invested in the above three principal utilities is:

Electric Light and Power	\$1,247,869
Waterworks	\$1,097,646
Street Railway	\$736,688



The John A. McRae Company

General Insurance, Financial and Real Estate Agents, Dealers in Bonds and Debentures and Faithful Workers for the Betterment of Saskatoon, Who Have Become Leaders In Their Line In The City and Province



BEING in business and being a business man are as different as two opposites. The mere fact that an individual establishes himself is a desirable position, opens an office or establishment and announces that he has entered the commercial whirl of the city does not place him among the business brains of the community. Simply lending one's presence to the city does not constitute citizenship, and Saskatoon has not reached its present plane of prominence through the work and endeavor of men who have been content to sit idly by and watch their fellows shoulder the burdens of the municipality.

It has been through the consistent, conscientious endeavor, through the self sacrificing work and conservative toil of such men of merit as head the John A. McRae Company of Saskatoon that the city and surrounding district has been developed, and is today recognised at the head of the long list of progressive communities of the Canadian west.

When the John A. McRae company was established in the city some years ago by Mr. McRae and his associates, the business principles which have been upheld by Mr. McRae during the years he has been identified with the financial work of the west, became the maxims of associates and employees.

This strict adherence to sound, solid methods, the satisfying of the patron at any price, and

the qualifications for, in the language of the street, "delivering the goods," have elevated the John A. McRae company to the height of confidence among individuals and institutions of the city and district tributary. As general insurance agents, financial and real estate dealers, as well as dealers in bonds and debentures and other securities, the company has taken a hand in the majority of the larger transactions of the city financiers during the years it has operated here. Prompt service and adequate protection given the patron has built up the insurance department to an enviable position. This department is in charge of C. E. C. Waddell, one of the most efficient and well known insurance experts in the province.

A glance at the list of companies for which the John A. McRae company has been appointed agents for Saskatoon, and in many cases for this entire portion of the province, serves to convince the business man of the high esteem in which the concern is held by eastern financial organisations.

Included among the companies of solidity for which the company has the provincial agency are the Law Union and Rock Insurance Company of London, England (accident and employers' liability department); Dominion of Canada Guarantee and Accident Insurance Company

(plate glass, burglary, fidelity and guarantee bonds); Canada Weather Insurance Company of Toronto (hall and tornado); General Fire Assurance Company of Paris, France; London Mutual Fire Insurance Company (automobiles); Westchester Fire Insurance Company of New York, and several others of equal prominence.

The John A. McRae company is in a position to insure life, buildings, crops, automobiles, plate glass, protect the patron against loss by illness, shield the workman and write policies which place life, limb and property under the sheltering wing of companies which have demonstrated their solidity and financial stability through years of service.

In Mr. McRae, Saskatoon has an asset of which it is justly proud. He has long been a pillar of the municipal structure, and through his deeds has won his position in the city. He has reinvested the greater portion of his profits in Saskatoon real estate and buildings, further demonstrating his undying faith in the community. When he constructed the McRae apartments on Spadina crescent, in the most desirable residential district of the modern city, he further demonstrated this confidence in Saskatoon. As an enthusiastic member of the Realty Board, a worker in the Board of Trade and other civic organisations, he has added much to the standing of Saskatoon and the province.



John Laycock & Company

Financial Factor In The Growth and Development of Saskatoon-Instrumental In Bringing Settlers And Dollars To Saskatoon and the Province.



JOHN LAYCOCK

WHEN John Laycock and Company entered the Saskatoon financial field four years ago, backed by John Laycock and associates, Saskatoon gained an asset of which the city is proud. To say that this company is but one of the few which these men have given the city is but another tribute to their executive ability. They have guided many investors and thousands of dollars to Saskatoon and the surrounding district.

As agents for the British Crown Mortgage company, the Insurance Company of the State of Pennsylvania and the Connecticut Fire Insurance Company, and at the same time dealer in city property, residential and business sites, improved farm lands, Beaver Lake gold holdings and insurance John Laycock and Co. has attained a lead through steadfast endeavor.

Retrospect and Prospect

IT may fairly be said that Saskatoon has reached the first stage of its history. Ten years ago Saskatoon began to be regarded through the course of events by the more far sighted ones as a coming centre of population and trade. 1904 was the first year in which there was any substantial local development. The Barr colony stayed over at Saskatoon in 1903 but passed on its way. As an advertisement that was of some value to the prospective town. In 1905 there was a more substantial development and a rational consciousness was evident in the citizens that the town was in the making for something great.

The railroad development at that period was strong and far reaching in its effect on the development of the prospective centre. The survey of the G.T.P. to the south of the town tended to unsettle things very much in 1906 but when the C.P.R. surveyed from the east through the north side of the town all doubts were removed as to the fixed location of Saskatoon as time has shown. Following the organization of the province of Saskatchewan 1906 saw a vital struggle for location of the capital and the University. It is perhaps not too much to assert that the University will continue to mean quite as much to Saskatoon in every way as the location of the capital could have meant. In 1906 Saskatoon was incorporated a city, in a year of good business conditions, which saw much substantial development. But in 1907-08 the crops were quite indifferent. The average yield per acre of wheat in 1907 was 13.5 and in 1908 13.6 for the entire province. The year 1907 saw a financial panic in the United States which very directly affected Western Canada and although immigration continued there was a decided check to business development in the city during these two years and some cautious citizens came to the conclusion that Saskatoon had reached its limit and that land values of those days were far too high. The commissioner of the board of trade industriously endeavored to figure out a population of 5,000 people and while his hope was strong his present material was very limited.

But the fine crop of 1909 with its average yield of 22.1 bushels of good wheat to the acre and improved financial conditions in the United States and elsewhere; started Saskatoon and western Canada on an unprecedented era of development. Population began to come both into the city and all through this Central Saskatchewan. Branch lines of rail ways were built all too slowly to please the settlers and our local board of trade.

Large municipal public works were undertaken in Saskatoon with a courage and buoyancy based on the very pleasant conditions, and our population made up as it was of young men in their early prime, naturally took the brightest and most hopeful view of things. Our business men for the most part had very little capital but they had energy and character and with these they got plenty of credit and went ahead building substantial places of business for retail and wholesale trade and the Saskatoon spirit which grew out of the exceptional type of young life animating the city and the favorable conditions under which Saskatoon prospered, produced great things in the next few years. 1912 was the zenith of general construction and municipal activity and the following two years were taken up in bringing to completion the public works and monuments of private enterprise undertaken during the previous five years.

We now have a city in its first finished stage; a population of 25,000 people; a street car system; power, light and water works and sewers, all owned and operated by the municipality. We have paved streets, parks and park drives, magnificent church buildings schools—primary and secondary, and a Provincial University with its varied allied faculties; we have wholesale and retail marts of trade which would do credit to a city five times the age of this one and four times its population, and even in this year of financial stress and trade depression our bank clearings and general business compare favorably with cities in Eastern Canada and the United States of twice the population. This book illustrates in some degree the substantial progress which Saskatoon has made and it may be regarded in some sense as a record and expression of the city as it is at the present time. We are proud to show our buildings, our street and river views and to tell of what we have, not in any boastful spirit but with pardonable pride that such things have been made possible by the great fertile area of which Saskatoon is the natural centre.

And surely if such great things followed the depression of 1907-08 out of the much narrower conditions of that time, is it not fair to conclude that with the vastly improved plant with which Saskatoon as a city is now equipped we may, after having experienced the shaking together of the past two years along with another lean year now in prospect, that we may after that look forward to another era of substantial development? The race for urban leadership is narrowing down to two or three centres in Saskatchewan. Saskatoon has a larger undisputed area than any other centre in the province, and if our business interests can be conserved and our confidence and business energy retained and used to best advantage this city should very naturally grow to greatness as a commercial, financial and educational centre. There are evidences of important changes in the point of view of farmers, of a decided tendency in some quarters to go into stock raising and dairying; there will be mining, lumbering and fishing in the north and there will be industrial development after the present period of depression has passed. And we confidently look forward to another and perhaps longer period of substantial development probably marked by less speculation, but productive of a larger measure of wealth producing results than was true of the last five years.

It would seem to be well to keep in mind the duty of building up a substantial city here in Central Saskatchewan, self-reliant, secure, and as far as possible self contained. A great commonwealth like Saskatchewan should not require to look to a city 500 miles to the east, built up under like conditions, for its supplies, but to strive as far as possible to have them produced or stored right in the city both for our citizens and for those who live within trade touch of Saskatoon. We need not accept the dictum of those who say that western cities cannot develop industries, and to the extent that we can make the cost of living reasonable, rent, fuel, taxation, not too costly and our city desirable through churches, schools, fraternal orders and general attractiveness, Saskatoon is likely to compete evenly with its western urban rivals and not only hold its own but make the most of its natural advantages and opportunities.

J. A. AIKIN.

The Cabinet and Executive Council

OF THE

Province of Saskatchewan



HON. W. R. MOTHERWELL
Minister of Agriculture



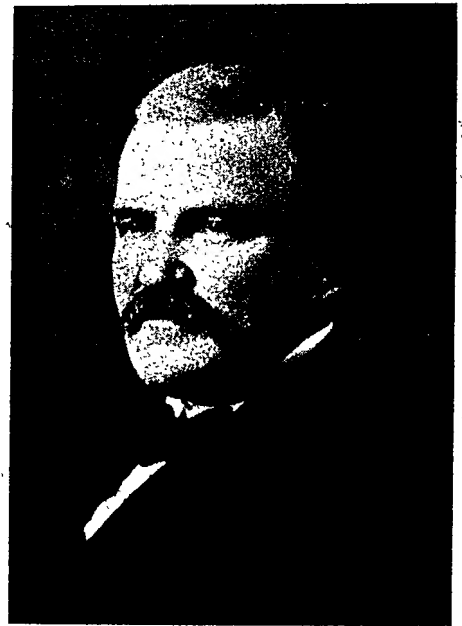
HON. W. F. A. TURGEON
Attorney-General and Provincial Secretary



HON. J. A. CALDER
Minister of Railways and Telephones



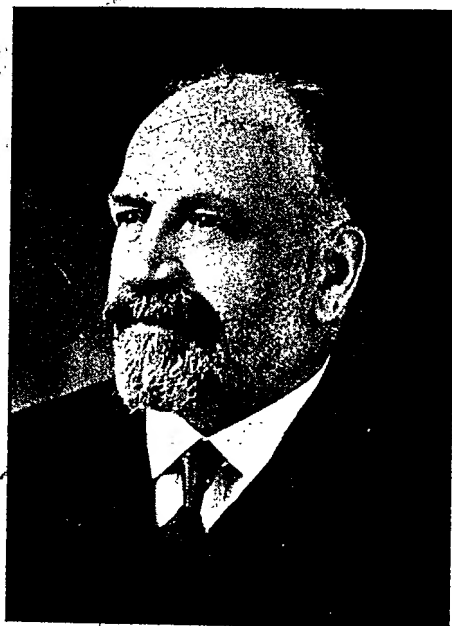
HON. WALTER SCOTT, PREMIER
Minister of Education



HON. A. P. McNAB
Minister of Public Works



HON. GEORGE BELL
Provincial Treasurer



HON. GEORGE LANGLEY
Minister of Municipal Affairs





Hon. George William Brown

Lieutenant-Governor



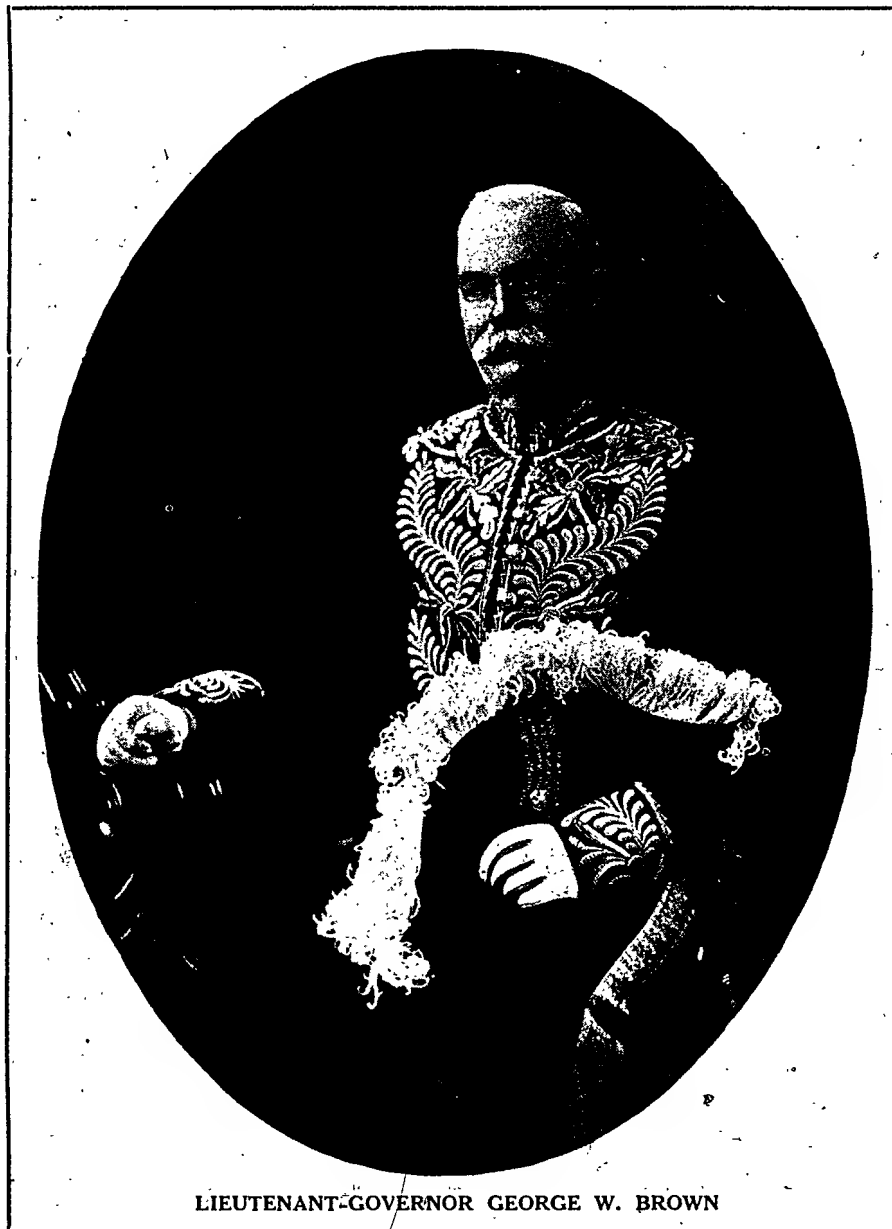
Efficient Officer Whose Efforts Have Accomplished Much for the Advancement and Upbuilding of the Province of Saskatchewan and the Canadian West

SASKATCHEWAN has been peculiarly fortunate in deriving vast benefits from the work of the men at the head of the governmental departments under the Liberal party and has made remarkable strides toward development and the utilization of its latent resources through the sincere effort of the capable mentalities

governor of the province, whose sincere efforts during the last several years have accomplished more than words may express for the advancement of Saskatchewan.

Through his straightforward method of doing business, his honest, sincere endeavors to aid the province and each and every individual resident to attain a position of just

tories in 1892. He became a member of the Northwest Legislative assembly in 1894 and served with honor until 1905, his work for the betterment of the condition of people of Saskatchewan and the formulation of laws of solidity and wide scope standing out among the deeds of benefactors of the Dominion of Canada.



LIEUTENANT-GOVERNOR GEORGE W. BROWN

selected to guide the fortunes of the province. From the open plains, populated by a handful of sturdy pioneers and restless redskins, the province has become one of the great factors of the Canadian west. The soil is being tilled, diversified farming is bringing thousands of dollars from the lands but recently non-productive, cities of the solid type have sprung up, schools and public institutions of merit have been established, farmers are being trained, the best people in the west are establishing their homes in the province and the day of the pioneer is little more than a memory to the hustling, busy residents of Saskatchewan. That these substantial changes are going on is due in large measure to the careful, consistent activities of men who have been trusted with the provincial and municipal burdens, men who have been chosen by the people to conduct the affairs of the province in such a manner as to make life more than worth the living for the farmer, the merchant, the stockman and the Canadian in every walk of life.

Perhaps there is no man in the province better known among leaders of men, than George William Brown, second lieutenant

prominence in the west and through his insistence upon the application of honest methods in the transacting of the business of the province proper, Lieutenant Governor Brown has achieved what his advisers thought impossible but a few years ago.

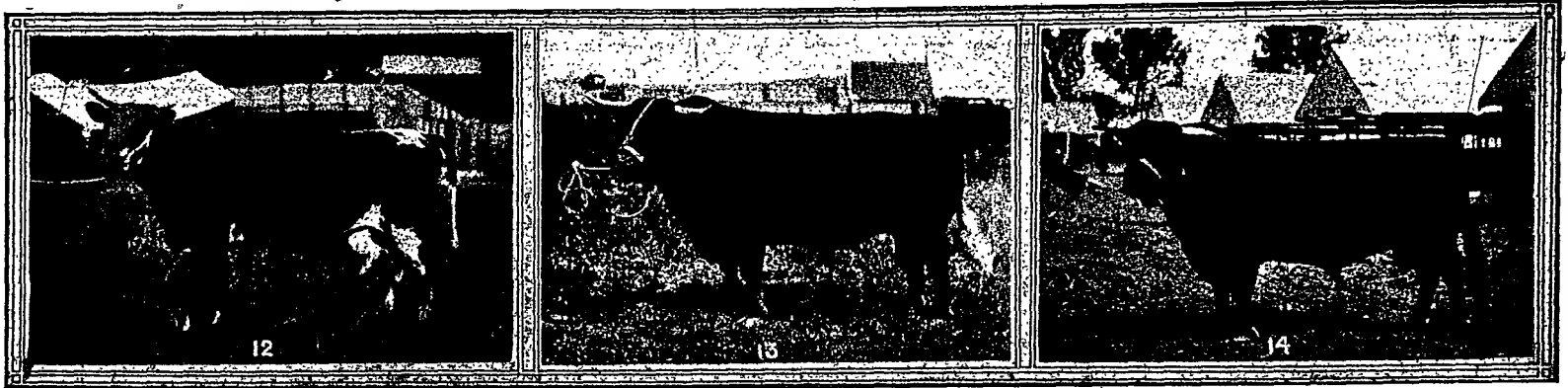
When Governor Brown took the chair of the lieutenant governor in 1910 the entire province was entering upon the period of the greatest growth in its history and so thoroughly have the governmental departments been organized to keep pace with this advancement that the Saskatchewan cabinet ministers, the premier and lieutenant governor are recognized throughout the dominion as the heads of one of the most promising districts in the empire.

Lieutenant Governor Brown, when practising law in the province and even before the creation of the province, gained an enviable reputation among members of the profession for integrity, uprightness of purpose and fairness in all legal cases which came to his attention. After completing his education at the University of Toronto, George W. Brown cast his lot with the west and was admitted to the bar of the Northwest Terri-

George Brown was born in Holstein, Ontario, May 30, 1860 his parents being known among the pioneer residents of that portion of Canada who have toiled incessantly and bravely for the upbuilding of their communities.

The acme of hospitality has been reached in the government house at Regina which is presided over by Mrs. Brown and the lieutenant governor. As the center about which revolves the social whirl of the province, the scene of many gay receptions and entertainments the home of Lieutenant Governor and Mrs. Brown has become the most popular in the entire Canadian west, the wholesomeness of the greeting to the guest, the sincerity of the host and hostess and the very atmosphere of welcome which prevails being peculiarly significant.

Through the work of Lieutenant Governor Brown and his associates in the Liberal party, Saskatchewan is being given the most efficient administration since the formation of the province and the creation of a district which has attained leadership during a few years. His work is a credit to Canada and the British Empire.



Educational Work of Provincial Institutions Have Convinced Farm Owners of the Value of Breeding Stock of Purity.

GOVERNMENT TELEPHONE SYSTEM

A Public Utility Developed Under Government Ownership Along Lines of Economy and Efficiency Through Applying the Rules of Business to Entire Problem

Saskatchewan's Industries Lead

There are 36 planing mills, 18 brick and tile plants, 40 flour and feed mills and four pork packing establishments. Other industries include soap factories, machine works, bottling works, printing, etc.

In 1910 78 factories employed 2,402 and 150 females.

In 1913 two hundred and forty factories employed 3,992 males and 536 females.

There are 113 trade unions with approximately 6,000 members.

There are 10 daily and 170 weekly newspapers.

Value of lumber cut in 1912, \$2,535,600. The Prince Albert Lumber Company can ship 21 cars per day.

Brickyards are in operation at Estevan, Weyburn, Moose Jaw, Pilot Butte, Yorkton, Battleford, Prince Albert, Macklin, Broadview, Carleton Place and other points.

Wheat is Saskatchewan's staple product and main item of export.

The province ranks first among the wheat producing states and provinces of North America.

More wheat is raised in Saskatchewan than in the rest of Canada combined.

Last year 112,369,000 bushels of wheat were raised in the province.

Fully two-thirds of Saskatchewan's wheat came within the contract grades.

Average period from seeding to harvest is 115 days.

There are 1,431 elevators and grain warehouses in the province, or more than half the total elevators in the West.

The total storage capacity is 44,294,000 bushels.

During 1913, 180 new elevators were erected in the province.

Value of wheat products in 1913 was \$74,304,000.

Average yield of wheat last year was 19.50 bushels per acre.

This was raised from 5,760,249 acres; in 1909 there were 383,000 acres of wheat.

The acreage under wheat this year is over six million.

Value of grain products in 1913, \$110,208,000.

All grain dealers in the province must be licensed and bonded.

Government advances Co-operative Elevator Company 85 per cent. of the cost of each elevator purchased or constructed.

GOVERNMENT ownership of public utilities, as it finds expression in the Saskatoon and provincial telephone systems, demonstrates the power of the Liberal government as well as those directing its departments to reduce to a business science the handling of public affairs.

As sponsors for government-owned public utilities those entrusted with the reins of government in Saskatchewan, and especially those under whose supervision these utilities fall, have demonstrated to the world that economy, efficiency and perfect administration are all that is necessary to solve the entire problem of government ownership.

In cities less favored than Saskatoon a public utility often becomes a failure, but here one sees the results of applying the same business principles to the public business as a large corporation would demand of its management, where they privately owned.

Standing at the helm as it were is Hon. G. A. Bell, and ranging down to the least important employee of the service efficiency and economy are the watchwords.

With the taking over of the telephone system of Saskatoon in 1912, came a revolution in wire traffic; also a revolution in cost charges to subscribers. While the system was efficient as far as a privately owned utility is concerned, steps were immediately taken to turn profits into improvement with the result that the city has as fine a service as

The Saskatoon department is housed in a three-storey and basement brick structure erected by the government, and covering a site forty by one hundred and ten feet. The system is entirely automatic, with the latest improved telephones, which are kept to the highest state of efficiency. To handle the work of the local exchange requires a staff of forty-five.

Each department of the service has its distinctive quarters, the switch room being located on the top floor, long distance connections on the second, the ground floor containing the offices and the basement being utilized for storage.

Under the automatic service absolute secrecy is guaranteed, and calls are expedited, requiring no ringing of "central" and revealing instantly any impairment.

Following its attitude as regards the employment of women in the province the twenty young women serving the government in Saskatoon are well paid, work under perfect sanitary surroundings and given an opportunity to progress through efficiency.

As rapidly as the service can be extended the government is taking over privately owned systems and replacing them with automatic telephones. Among the systems taken over recently is that at Prince Albert, which was immediately brought up to a standard equal to that which obtains in Saskatoon and other parts of the province.



Lumber Camp Near Prince Albert, North of Saskatoon Where Many Telephone Poles Are Cut.

may be found on the continent, managed in a manner so as to give the greatest amount of satisfaction for the least cost.

When the service was taken over there were 900 subscribers on the list. There are now 2,200. Instead of the earnings going into the pocket of a private individual they are immediately turned back for extensions and improvements. The latest apparatus has been installed in and connections made with the outside world wherever telephones are possible.

The labor entailed in managing and operating this provincial system is divided between Deputy Minister, D. C. McNabb, who is the responsible head of the service, and W. Warren, Engineer.

In the telephone system provincial ownership of public utilities has been given the test that proves the value of this manner of dealing with public necessities especially where they are in the hands of such men as stand responsible to the people in the legislative and executive departments of the province.

Since the government took over the Saskatoon system it has paid its way and earned sufficient to permit extensions and maintain the service along the highest lines of efficiency, due to the care each head of department has given to his work and the splendid corps of assistants that add their enthusiasm to their labors in serving the public perfectly and economically.



Blooded Cattle of Proven Breeds Are Daily Displacing Range Stock on Farms of Saskatchewan.

CO-OPERATIVE METHODS OF GOVERNMENT AID FARMERS OF ALL SASKATCHEWAN

PROBLEMS are continually presenting themselves for solution in the new and rapidly developing Province of Saskatchewan. The need for a more economic system of marketing and purchasing of farm products and supplies was accentuated during the last year by a decrease in the price of wheat and an increase in the cost of machinery, labour, transportation, and of the ordinary necessities of life.

After careful investigation by Government Commissions of both local and European conditions a remedy has been applied. This remedy takes co-operative form and there has been placed on the Statute books an act for the establishment of co-operative agricultural associations that has met with the unanimous approval of the grain growers of the province.

Facilities have been provided for the establishment, upon a sound basis, of a system of local and central rural co-operative associations for purchasing and selling farm products and supplies. Already a large number of these co-operative associations have been formed, and others are in the process of formation in all parts of the province, while the Executive of the Grain Growers' Association have formed themselves into a central purchasing agency. Their operations will cover the purchase and sale of live

mixed farming country and as a result of which the agricultural industry will have been placed on a more permanent foundation.

No one questions the lack of a beef market for many years to come. In fact, recent statistics show that there is a world wide shortage of beef. Between 1907 and 1913 the number of beef cattle in the United States decreased by 16,000,000, or about 32 per cent., while the population of the States during the same period increased by about 10,000,000 people. Since 1900 Canada's population has increased 35 per cent., whereas the increase in cattle is only 20 per cent. Europe and South America show that the ratio of increase in the number of cattle is much below that of the population, that at the present time the world is suffering from a general shortage of meat supply and is likely to do so for the next five or six years, even though every other country attempted to solve the problem in as practical a manner as Saskatchewan has taken hold of it.

The increase in live stock in Saskatchewan in 1906 over 1901 was 113 per cent. In grain acreage in the same period it was 259 per cent. In 1911 over 1901 the increases were 315 per cent. and 1,284 per cent. respectively, and in 1913 over 1901 the increases were 401 per cent. for live stock as against 1,457 per cent. for grain acreage. This shows

added each year. The patrons and shareholders are well satisfied and the daily output has been improved in quality and greatly increased in quantity, so that the co-operative creameries may be justly considered a gigantic success.

The beginning of the application of the co-operative principle to grain marketing started as early as 1901 and culminated in the formation of a co-operative elevator company in 1910. At the present time this company owns and operates 195 elevators with a total capacity of 5,840,000 bushels. It has some 13,000 farmer shareholders and during the past season it handled more than 14,000,000 bushels of grain. Since its establishment many of the disabilities from which the farmers suffered at the hands of the line elevators have disappeared.

The next step co-operatively was the passage of The Hail Insurance Act in 1912. As in the case of the elevator company, it is administered by a special commission which sets the rate of the special tax. In 1913 one hundred and fifteen rural municipalities came under the operations of the act and revenue derived from the rate of four cents per acre was approximately \$800,000. The claims for loss or damage by hail numbered 5,300 representing 1,920,000 acres of cultivated land, or 3,000 sections, or 83 townships, or nine complete municipalities. Claims to the



Saskatchewan's Wheat Fields Produce Fortunes Annually

stock, of building and fencing materials and other farm necessities and supplies.

Half a million dollars have been set aside for the purpose of increasing and improving the live stock of the province. Under the act devised for this purpose live stock is being purchased by the Department of Agriculture and sold either for cash or part cash and part credit to bona fide farmers. These purchasers must be patrons, or must agree to become patrons of the co-operative creameries, or must be members of an association organized for live stock improvement.

Farmers are finding of necessity they must depart from their present mode of farming, and many of them have become convinced that the raising of live stock forms the chief outlet. The action of the department has hastened the tendency towards mixed farming very considerably and there is now hardly a farmer in Saskatchewan who has not already made some preparation for this change. The greatest difficulty in their way is the lack of funds and breeding stock. Everything possible, however, is being done to meet the situation and the prospects are that, with the exception of a few districts where water is scarce, Saskatchewan will in a few years have become a

conclusively that the number of live stock is not nearly maintaining its ratio to the grain acreage, but on the contrary, with each succeeding year live stock is falling more and more behind. Including the ranch stock, there are only about six milch cows and beef cattle per farm. In the older settled districts of the province there is an average of 12 to 15 head per farm.

If the people of the rest of the province were to pull up the average number of cattle on every farm to that on the farms in the older settled districts it would mean an increase of slightly over 500,000 head of milch cows and beef cattle. This is not an impossible task and with care and the proper preservation of female stock it can be accomplished within the next two or three years. With the impetus given mixed farming it is hoped this desirable result will be attained.

Up to the passage of the present co-operative act, the principles of co-operation had been applied to three of the many problems of the agriculturalist in Saskatchewan namely, to the dairy industry, to the marketing of grain and to hail insurance.

A system of co-operative creameries has now been in operation for seven years. New creameries are being

amount of \$752,000 were allowed, leaving a profit of over \$10,000.

The total area under cultivation in 1913 was 13,520,493 acres, or 15.57 per cent. of the area of the southern half and surveyed portion of the province. On this acreage \$116,500,000 worth of grain was grown, of which \$74,300,000 were for wheat. Saskatchewan holds the premier place among all the provinces of the Dominion and the United States as a wheat and small grain producer. In the production of wheat, oats, barley and flax Canada exceeds the largest producer of these cereals in the States by 25,000,000 bushels.

The value of live stock on the farms is placed at \$150,000,000, while the value of crops, other than the four principal grains, including potatoes, roots and hay, is placed at \$12,500,000. There is an increase of two and a half per cent. in the crop acreage for 1914. Grain growing and mixed farming are advancing together along more healthy lines. Instead of interested parties taking fright at the change, or causes of the change, they should be imbued with greater confidence by the businesslike way in which Saskatchewan has faced this, and the many other problems incident to the development of a new country.

Lessons Taught By Financial Slumps Benefit Business Men Of Saskatoon



Plowing With Tractor Engines On One Of The Large Farms Tributary To Saskatoon

It is an old saying among western pioneers, and particularly among those whose bent has been in the direction of city building that a city has not attained years of discretion until it has experienced a "slump." Some go further than this and say that two "slumps" separated by a long interval of progress must be experienced, the lessons learned therefrom taken to heart, and the business fabric shaken out, before a new city settles down to

bad debts are being contracted. The little details of business are being attended to in a way not considered worth while in the boom days. Stocks are being more carefully selected, graded and priced and business is being conducted on more conservative lines.

Among the wholesale houses the same is true, and travellers are no longer judged by the volume of business they do and the number of orders they send in but by the

No great number of men are out of employment. Work soon will be available for the greater number of the unemployed. The dominion government is pledged to begin work this year on a post office to cost about \$500,000, an armory to cost about \$100,000 and a customs examining warehouse to cost about \$50,000. This is in addition to the work on the dominion storage elevator now under construction at a cost of about \$1,000,000 and the 25th street traffic bridge at a cost of about \$600,000, and the dormitory building at the University costing \$100,000, should provide work for many. The largest part of the crop soon will have been cut and part of it threshed. This will be followed by a general liquidation of debts.

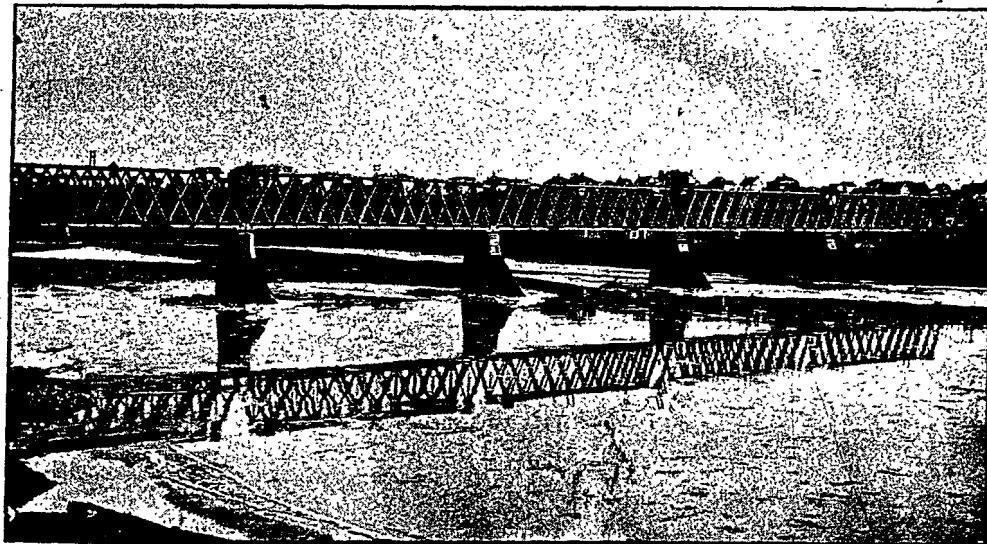
George Bury, vice president of the Canadian Pacific railway said on a recent visit to Saskatoon that the Board of Trade should forget manufacturing plants for a while and concentrate on studying the produce market. Saskatchewan is the home of the farmer, he declared, and the undoubted agricultural resources should be developed first and foremost.

Development is all that is required to make the lands selling within 50 miles of the city for \$40 an acre equal in value to the farms of Iowa, where \$200 an acre is a common price.

The people of Saskatoon during the last 18 months have been studying this to an extent which once they had neither the time nor the inclination for. They appreciate that the farmer must be given a good market, if he is to be expected to bring his produce here. A beginning was made in a small way by a reformation at the city market, which, as a result, is being accorded a hearty support.

A hog day is to be inaugurated and municipal stockyards are being built, and a cold storage warehouse is also under construction.

The Saskatchewan Co-operative Abattoir Co. is active and plans being in business within one year. Occupying the position it does, as the centre of the railway system of the north and central Saskatchewan this city will be among the first to be selected as the most convenient and logical centre for an abattoir.



The C.N.R. Railway Bridge Over The Placid South Saskatchewan At Saskatoon

take its place in the world of commerce. However true this may be, the fact remains, that few if any cities on the north American continent, that to day point to their public buildings, municipal works, and gigantic wealth, escaped a "slump" which proved a wholesome and needed corrective.

Some western centres have been boomed to such an extent by parasitic people that when the slump eventually came, they never recovered. In cases of this kind, however, there was always a cause, in addition to inflated values, and the cause generally was that an expected railway went somewhere else. There is not a case on record where a city with a good solid foundation for its existence well served with railroads and in the midst of a large and fertile agricultural district, ever stayed down, simply because times were hard, money scarce, tenants few and real estate hard to sell. By these symptoms business men of new western cities gauged what was wrong and estimated the extent of the slump.

Beginning in the fall of 1912 a period of depression which extended from one end of Canada to another, round the world and back again, set in. The west in common with the east, the south and the north apparently suffered, but in reality benefitted.

In many cases suburban property is selling for market gardens instead of city lots. The poorly designed and poorly constructed modern houses and suites are now left severely alone, while the well proportioned, well built and well laid out residential and business blocks, are filled. The moral has been drawn by everyone, and now only houses and blocks for which there is a demand are being erected.

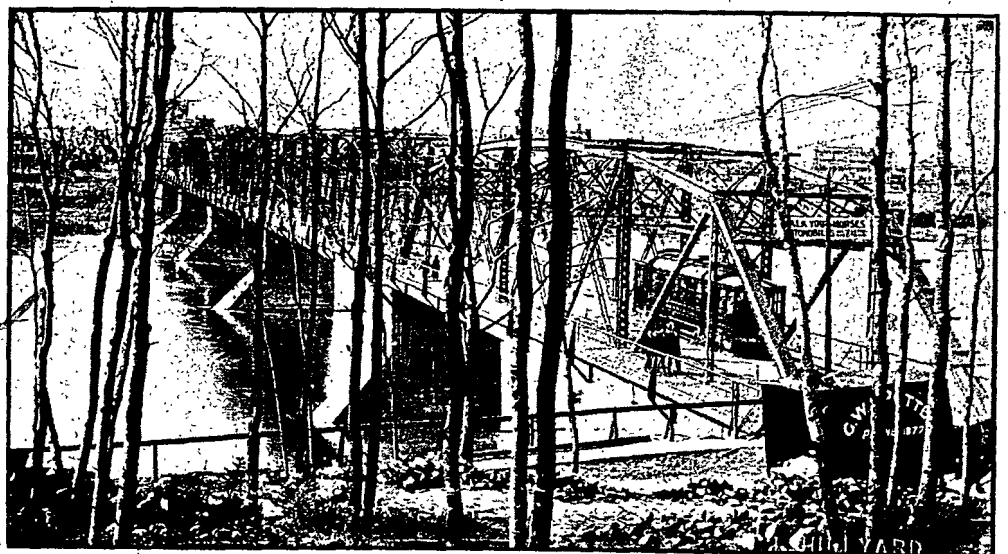
This is the condition in Saskatoon. Today there are few, if any, vacant stores. In many cases they are not occupied by those who were in business a year ago, for there has been an exodus of undesirable real estate dealers. Instead small businesses occupy the premises and are prospering.

In the larger stores and places of business credit is being much more closely scrutinised than a year ago, and fewer

difficulty experienced in collecting the accounts for the goods. The implement houses no longer attempt to persuade local agents to purchase two carloads of machinery when one will suffice.

Among the manufacturing plants of the city there has not been a single failure and the two chief industries, the Northland Milling Company and the Quaker Oats Company are doing a business which is a constant source of gratification.

Everything points to Saskatoon being the centre of a large grain, livestock and produce business, both for domestic consumers and those abroad. With the opening of the Hudson Bay railway the grain from the storage elevator will be transferred by the new and short route, while the returning vessels will bring, at a marked reduction in freight, the commodities exported across the Atlantic and at present hauled by rail from eastern ports to the prairies.



The Traffic Bridge Crossing The South Saskatchewan Connecting The City Proper With Nutana



Saskatoon Industrial Exhibition, Founded In 1887, Attracts Attention of Dominion



SASKATOON'S Industrial Exhibition has been recognised as a city advertisement and trade-stimulant since 1887. Fairs are still held regularly in Hejaz in Arabia, at Bokarah in Turkistan, at Yezd in Persia, at Kandahar in Afghanistan, and at numerous towns in southern and eastern Russia, whose beginnings are lost in the mists of the dawn of history. And natives of those far eastern climes travel hundreds and thousands of miles to attend them. On foot, or donkeys and camels, across arid deserts, over rugged mountains, through gloomy wildernesses, they go annually by thousands. To many the journey is a matter of months.

What is the lure? Undoubtedly barter inspires the traders, but the traders are only a small component part of the hordes that crowd into the ancient cities at fair time. Nine out of ten of the visitors are attracted by the promise of entertainment.

Western Canada amuses itself in ways but little different from those of the country folk of the old lands. The ability to enter wholeheartedly into recreation has not passed away with the broadening of civilisation, but, on the contrary, the need for such recreation has been demonstrated by the speeding up of commercial activity.

The first exhibition at Saskatoon was a one-day fair, and was held September 21, 1887, under the auspices of The Central Saskatchewan Agricultural Society. This society was formed July 12 of that year, the total membership being 59. The following were officers:—

President Robert McCordick
First Vice-Pres. J. F. Clark
Second Vice-Pres. M. Hunter
Secretary H. W. Goodwin
Treasurer Thomas Copland
Auditor George Horn
Directors—H. Smith, Joe Caswell, D. Blackley, W. Irvine, G. Garrison, R. Hamilton, G. Horn, A. McIntosh.

The Saskatoon Fair at this time was held at the top of the Long hill, and the south side of the river, there was no fence around the grounds, and there was no charge for admission. The total prizes offered were a little more than \$400. For horses and cattle the first prizes were \$2 in

some of the big classes, and a second prize of \$1. For a trotting race the winner received \$2, the second \$1; other prizes ranged down to \$1 for first, and 50 cents for second. In poultry and minor classes firsts and seconds were 50 cents and 25 cents respectively. Among the special prizes donated was one offered by H. Trounce of 50 cents for the best darned stockings, and 50 cents for the best pair of patched pants.

The Caswells were very much in evidence even in those days. R. W. Caswell, who has done so much for western Canada and Saskatoon in particular, with his famous herds of Shorthorns and Clydesdale horses, was a winner at Saskatoon's

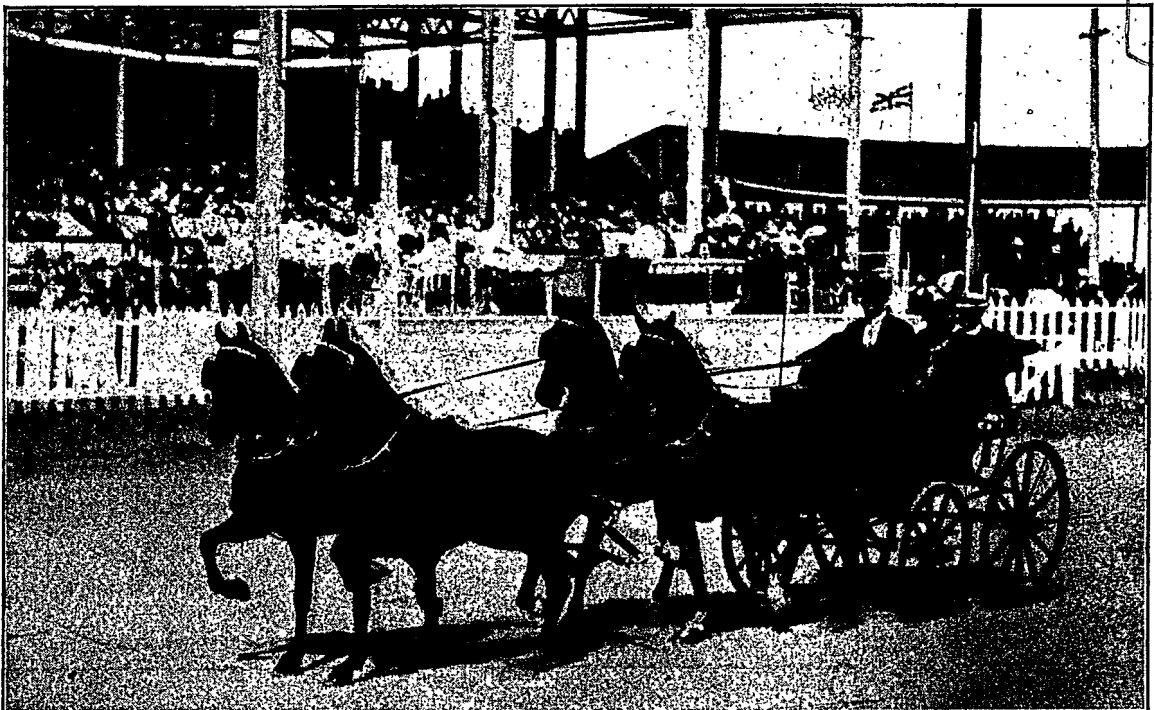
first exhibition of \$1 first prize for the best Black Spanish fowls.

At the first annual meeting of the Central Saskatchewan Agricultural Society, held December 6, 1887, Secretary H. W. Goodwin was voted \$6 for services capably rendered.

Improvements were made in the prize list and, classes for sheep were added to the prize list in

feet, building barns, and exhibition buildings to be torn down immediately after the fair was over.

Six years have now elapsed since Saskatoon became the possessor of the grounds on which the exhibition is now held. The grounds included 160 acres, half of which is utilised for exhibition purposes, while the remainder is used for a golf course. When the exhibition increases in size



High-stepping Four Parading in Front of the Crowded Saskatoon Grand Stand

1889. In that year James Leslie was secretary-treasurer. Succeeding secretaries were Thomas Copland in 1892, William F. Bate in 1896, and C. L. Falkner in 1897.

In 1903 the present City Park was purchased by the City Council, primarily for exhibition pur-

as it assuredly will, the golfers will require to betake themselves elsewhere. The first 80 acres of this land was purchased for \$125 an acre, while the second parcel cost \$200 an acre. The ground could not now be purchased for five times that amount. The exhibition buildings belong to the

city, and the exhibition company is given the use of them.

In 1910 re-organisation was effected, the new association being known as the Saskatoon Industrial Exhibition Limited. As an indication of the rapid growth of the exhibition the statistics for 1911, 1912 and 1913 speak for themselves.

In 1911 the entries were as follows: Live stock 900, agricultural and domestic products 600, race horses 71, total

1571. The prize money amounted to \$9,218.75.

In 1912 the entries were: Live stock 2,177, agricultural and domestic products 1,206, race horses 217, total 3,600. The prize money amounted to \$18,889.70.

In 1913 the entries were: Live stock 2,367, agricultural and domestic products 1,733, race horses 205, total 4,305. Prizes amounted to \$22,271.50.

The exhibits have annually shown an improvement in quality, as well as being more numerous.

The following is a comparative statement of the cash, gate and grand stand receipts for the past three years:—

Year	Gates	Grand Stand	Total
1911	\$4,974.60	\$1,341.40	\$ 6,316.00
1912	8,481.25	7,536.55	16,017.80
1913	9,012.25	6,607.50	15,619.75

Saskatoon exhibitions have taken no more than a local character. The influences are not limited to Saskatoon, nor yet to Saskatchewan, nor the limits of the wide Dominion of Canada, for already these influences have spread through the western states of America.

Education is obtained by comparisons, by demonstrations, by emulations and competitions for supremacy.

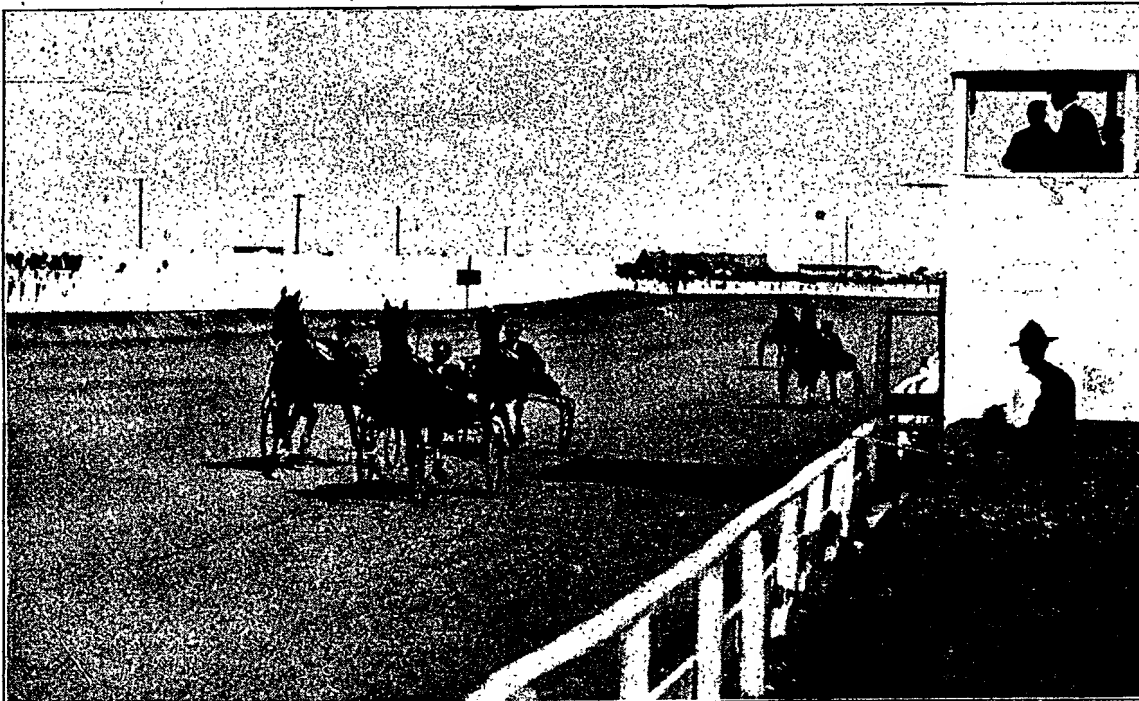
The motto of the Saskatoon Industrial Exhibition is "Excelsior," the watchword "Progress," the spirit, "Optimism." People of Saskatoon realize that the exhibition park is slowly but steadily being developed into a people's gigantic public school and play ground worthy of a progressive people, a progressive province, and a progressive country.

DAVID DOUGLAS.



Prize Jerseys on Display at the Saskatoon Industrial Exhibition

poses. A fall fair was held in these grounds each year until 1908, it was then that the citizens realised the great need for permanent buildings on the fair grounds, for it was found to be far too expensive to hire lumber at \$10 per thousand



Harness Horses at the Wire in a Close Heat at the Saskatoon Industrial Exhibition

Saskatchewan's Educational Systems and Facilities Rival Those Of Canadian East

Provincial Policies Provide For Establishing Schools In All Portions of District---Teachers Of The Best And Equipment Of Superiority, Assure Education For Coming Generation



A Scenic Corner of the University of Saskatchewan

SASKATCHEWAN HAS 3,390 SCHOOLS IN OPERATION

The following statistics indicate progress in Saskatchewan educational matters from 1906 to the end of 1913:

	1906	1913		1903	1913
School districts established	1,190	3,265	Pupils enrolled:		
Schools in operation	873	3,390	Elementary	31,275	90,426
Government grants paid	\$197,649	\$753,017	High School		2,389
High Schools established		17	Pupils Examined:		
Government grants paid		\$16,980	Grade VIII	513	2,150
Amount of debentures issued	\$401,610	\$2,979,400	High School	335	2,100
Certificates issued	720	2,841	Inspectors of Schools	7	20
Teachers trained	188	643			

By **AUGUSTUS H. BALL**
Deputy Minister of Education

THE system of education taken on a whole in the Province of Saskatchewan, was up to a year or two ago unique among those established in the Dominion of Canada in this respect that a pupil could begin in the kindergarten, pass through the elementary and high schools

trigonometry and arithmetic), agriculture, bookkeeping and business papers, biology, languages (Latin, French, German and Greek), manual training, household science and physical training, and a high standard of scholarship is maintained in them.

The elementary school is completed by the obtaining of a Grade VIII diploma which entitles the holder to enter the high school. The high school has a number of exa-

The public school leaving examination and all the high school examinations, including that for the commercial diploma are set by the Department of Education and thus a uniform standard of scholarship is easily maintained. The examination papers are set by the inspectors of schools and university professors under the supervision of a revising committee and the examining is done by teachers who have proved themselves successful in their profession.

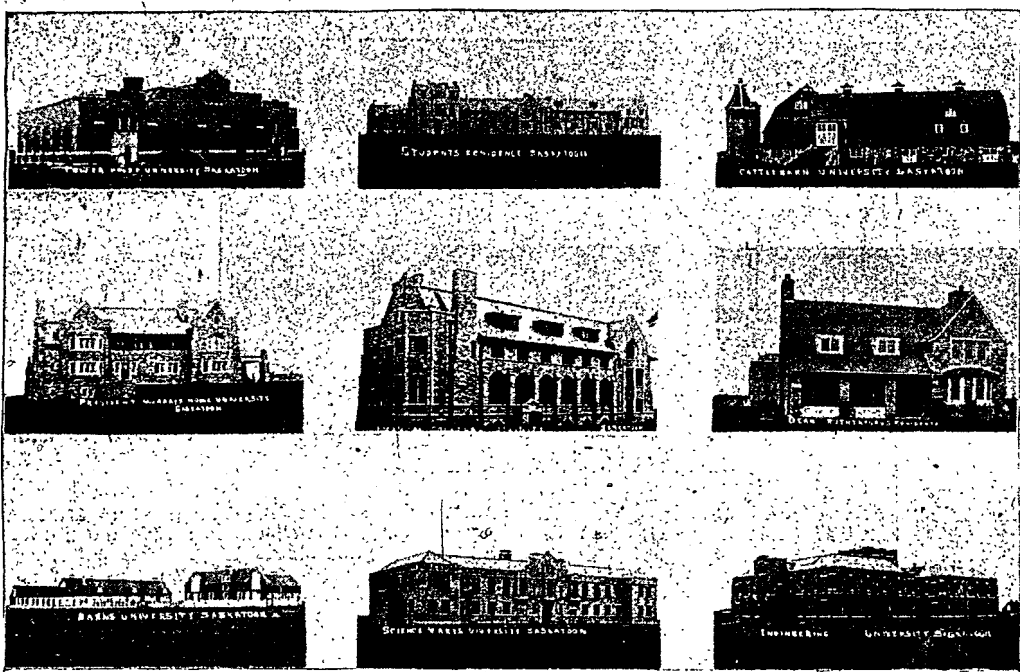
Certificates to teach are of several kinds—the lowest being a third class which is temporary in duration and requires only two months professional training. The highest is a first class and requires a first class course at the Normal school either in Regina or Saskatoon. Equivalent certificates are issued to teachers from other provinces and other parts of the Empire after the closest scrutiny of their academic and professional value.

Public elementary schools have been established to the number of 3,481 and embrace 4,235 departments, each room in villages, towns and cities employing a separate teacher being denominated a department. There are 14 high schools and three collegiate institutes—the latter being splendidly equipped institutions located at Regina, Saskatoon and Moose Jaw. The school buildings in the cities and larger towns are among the most perfect in their design in the world and are a splendid credit to civic interest in education.

The rural schools are roomy, well equipped and generally artistic both in interior and exterior decoration. A rural school may be established wherever an area not exceeding 25 square miles contains 10 children between the ages of five and sixteen inclusive and the law is so framed that if these conditions exist but a majority of settlers fail to establish a district the Government may establish the district directly.

Funds for establishing and operating schools are raised by taxation and debentures. The tax may be as high as one per cent. of the assessed value of the property in the district but seldom in practice reaches this limit. Debentures may run for from 10 to 40 years according to the class of building and rank of district (rural or town) and the debenture indebtedness is limited to 10 per cent of the assessment.

The Department of Education is under the care of the Minister of Education. The academic phases of the work of the Department are in charge of the Superintendent of Education.



Group of Substantial Buildings at the University of Saskatchewan at Saskatoon.

and into the University and finally graduate by attendance at institutions wholly under the control of the Government either through the Department of Education or the Senate and Board of Governors of the University. One other province in Canada, Alberta, is situated thus fortunately at the present time.

The educational policy of the province as it has worked out in practice exhibits a unity of aim and an economy in administration combined with an efficiency in result which has been and is unexcelled in any political unit in the world so near a pioneer condition in point of time and development. The amazingly rapid increase in settlement has produced conditions concerning the provision of educational facilities most difficult to meet. The establishment of almost one new school district a day since the institution of full provincial status constitutes a record in educational organization.

The system as has been indicated aims to provide as complete an education as possible. The elementary school is divided into eight grades corresponding approximately to the years six to fourteen of a pupil's school life. The high school is divided into four forms of which the last is the same as the first year of the university course and roughly takes in the years to 18 inclusive. The university gives a degree after the successful completion of a four years' course subsequent to junior matriculation.

The elementary schools take in these subjects: reading and literature, composition, arithmetic, history, geography, nature study and agriculture, writing, drawing, music, hygiene, physical culture, morals and civics, spelling, grammar. The high schools have a rich curriculum which includes subjects as varied as English (in all its branches), history (Canadian, English and general), physics, chemistry, botany, mathematics (including algebra, geometry,

minations leading to diplomas that give admission to the Normal school and University and ultimately entitled to teachers certificates, entrance to professional courses and degrees in arts, science, law, medicine and agriculture.



Class in Blacksmithing at the University of Saskatchewan at Saskatoon.

Saskatchewan's Live Stock Shows Great Increase

Natural Conditions Favorable To Breeding of Blooded Stock

Saskatchewan is the land of livestock opportunity.

Magnificent specimens of the Clydesdale, the Percheron and the Shire are being raised in the province.

Some of the best blood in the Old Country has been brought to this province.

Stallions must have a government license for conformation and soundness.

The Clydesdales of Saskatchewan are among the foremost on the American continent.

Three year olds find a ready local sale from \$125 to \$225.

Ruling prices of best class of draft horses, five years old, range from \$300 to \$400.

Number of horses in 1901 was 83,000; in 1913, 609,500. The supply does not nearly keep pace with the demand.

There is plenty of wild vetch and peavine on the prairies to cure the grasses.

Cattle turned out in the spring come in fat in the fall.

Prices were never higher, and they will probably go higher yet.

Saskatchewan cattle seem practically immune from disease.

Number of milch cows in 1901, 56,000; in 1913, 322,790.

Number of other cattle increased in past 10 years from 160,000 to 563,000.

Prairie herbage is excellent for sheep.

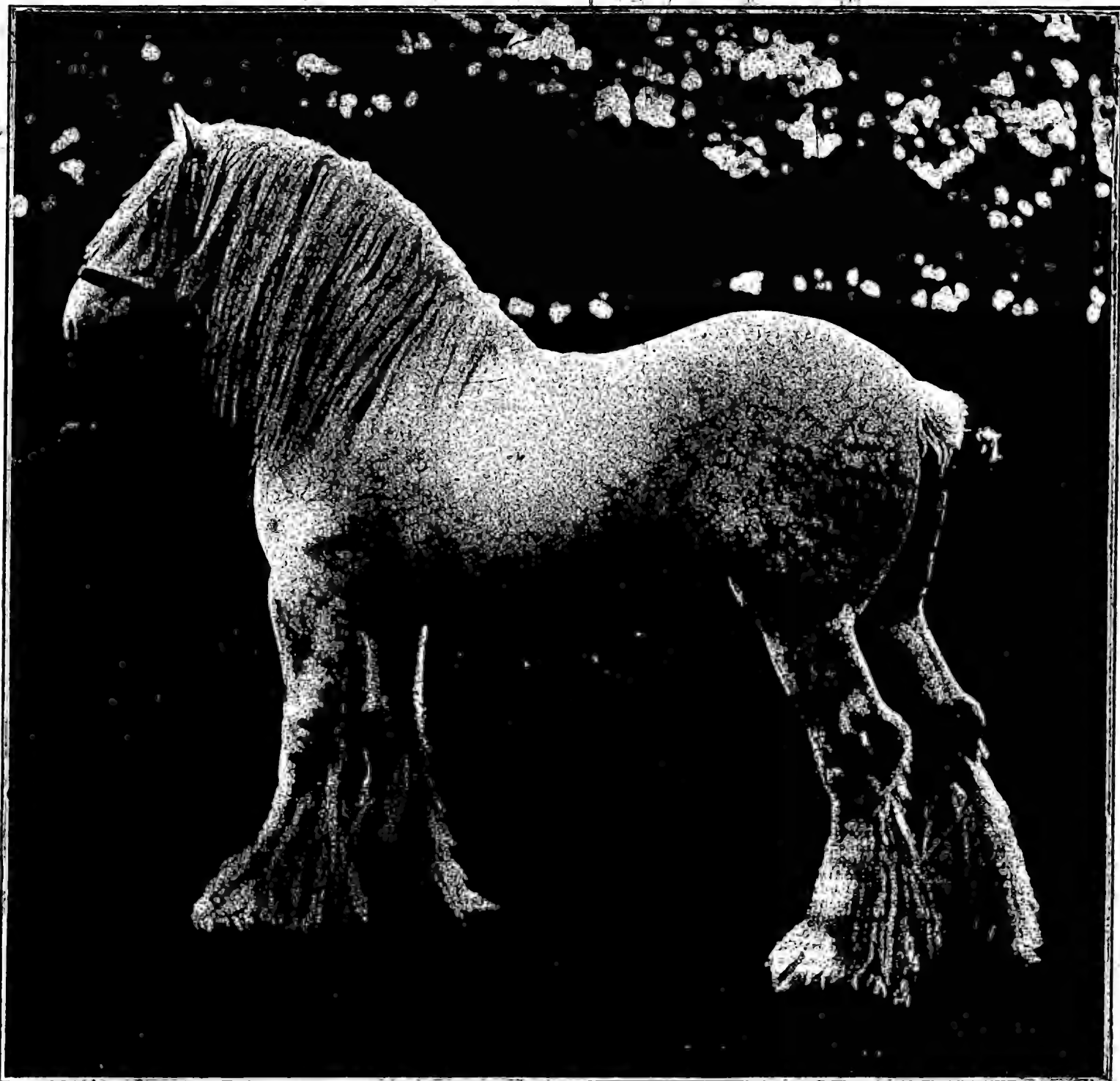
This was the only province to show an increase in sheep last year.

The wool clip this season was approximately 1,000,000 pounds.

This season the Department of Agriculture secured to the sheepmen of the province the high price of 17 3-4c per pound for some 13,000 fleeces specially prepared and packed.

Pork raising is steadily increasing with the spread of mixed farming. Number of swine in 1901, 27,000; in 1913, 406,100.

Increase in live stock follows adaption of large ranching areas to mixed farming purposes.



TYPE OF CLYDESDALE HORSE BEING BRED BY ENTERPRISING FARMERS OF SASKATCHEWAN

FIGURES which illustrate the increase in stock production in Saskatchewan during the last few years, and particularly in the production of hogs, are supplied by the provincial department of agriculture. While the number of head of stock of all kinds increased by 401 per cent. between 1901 and 1913, the increase in hogs was 136.26 per cent.—almost as large as the increase in grain acreage, which was 1457 per cent.

That a condition is rapidly being approached in which a great new market for hogs must be sought is demonstrated by the production statistics of the past few years, and more especially by the statistics for the present year cited at the conference held recently between the cabinet and representatives of the associations seeking to secure more adequate abattoir facilities. In 1901 there were 27,753 head of swine in Saskatchewan, in 1906 there were 123,916, in 1911 there were 333,218, in 1913 there were 406,100, and according to Hon. W. C. Sutherland's estimate, this

year there will be an increase of approximately 500,000 or more than 100 per cent.

During the period extending from 1901 to 1913 the total number of head of stock of all kinds has increased from 401,346 to 2,013,850. Horses have increased in number from 83,461 to 609,500, or 630 per cent. Milch cows from 56,440 to 322,790, or 471 per cent.; other cattle from 160,613 to 534,460, or 232 per cent. Sheep from 73,079 to 141,000 or 92 per cent. The only figures relative to the poultry industry concern the years 1911 and 1913. In 1911 there were 4,643,858 poultry in the province, in 1913 there were 5,000,000.

The total value of the live stock on the farms of Saskatchewan at the end of 1913 was \$150,792,450. The 609,500 horses at an average price of \$160 are estimated to have been worth \$97,520,000, the 322,790 milch cows at an average price of \$80, were worth \$25,823,200, the other cattle, at an average price of \$37.50 per head, were worth \$20,042,250, the 141,000 sheep at \$6 per head, \$846,000,

the 406,100 swine at \$10 per head \$4,061,000, the 5,000,000 at 2 cents per head \$100,000.

In the number of receipts of cattle at the Winnipeg stock yards there was an actual decrease between 1910 and 1913. In the former year the receipts totalled 190,517, in the latter 114,466. The year 1910, however, appears to have been exceptional, for in 1911 the receipts were 102,726, in 1912 they were 101,942, so that last year witnessed an increase upon the preceding two years.

Saskatchewan's exportation of cattle via North Portal very greatly increased between 1910 and 1913.

Between 1910 and 1913 there was an increase in the average price of sheep and cattle, but a decrease in the average price of hogs. Hogs brought an average price of \$9.07 3-4 per hundredweight in 1910 and an average of \$8.48 in 1913. Sheep brought an average price of \$6.31 per head in 1910 and of \$6.42 in 1913. Cattle brought an average price of \$4.55 3-4 per hundredweight in 1910 and of \$6.07 in 1913.

The University of Saskatchewan

By Dr. WALTER C. MURRAY
President of The University of Saskatchewan

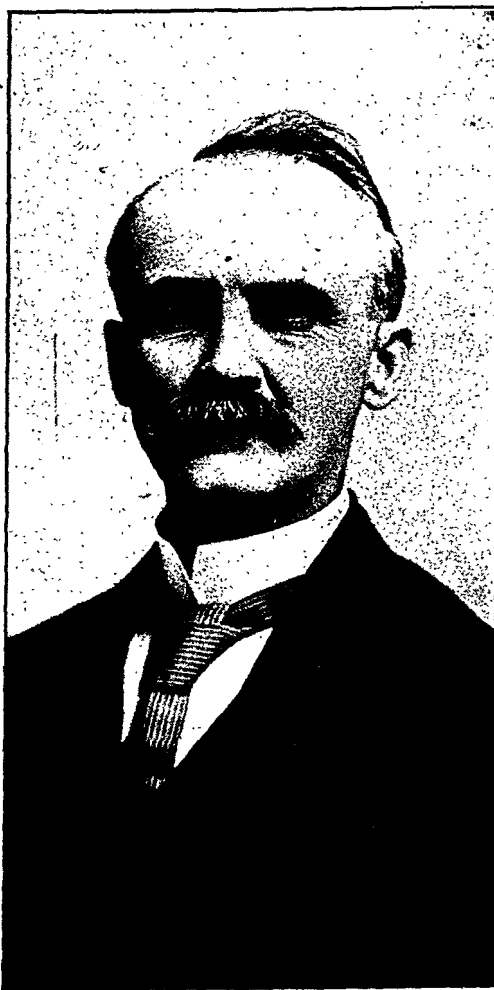
THE University of Saskatchewan has closed its fifth year of teaching. It has sent forth three Masters of Arts, forty-eight Bachelors of Arts and three Bachelors of Science. During that time its enrollment has increased from 70 to nearly 400; its permanent educational staff from five professors to fully forty persons, including professors, lecturers and directors of Extension Work.

During the year 1913-14 its activities reached 381 students registered in the Colleges of the University, 400 farmers, teachers and others taking short courses at the College of Agriculture, 500 farmers, dairymen and home-makers attending the Conventions in the University, 2,200 farmers and their wives attending the four and the two days' courses held at nine different places in the province, 35,000 farmers and their wives who visited the Better Farming Special Train, under the joint management of the Provincial Department of Agriculture and the University's College of Agriculture, and fully 125,000 persons through the Agricultural Societies, Farmers' Institutes, Fairs, Competitions, etc. Briefly, about 185,000 people in the province came into direct relations with the University and participated in the benefits which the Province, through its highest educational institution, confers upon the people.

To reach one person in every four of the population of the Province is no small achievement for a University not yet seven years old. To touch vitally the life of half of the population above the age of sixteen is to wield a great influence in the development of a new country.

How does the University minister to the needs of the people and influence their activities? First, it prepares men for leadership. This is done in the regular courses of the Colleges of Arts, of Agriculture and of Law, and in the Schools of Engineering and of Pharmacy and also through co-operation with the Normal Schools for teachers and the affiliated Schools of Theology.

Many problems of national importance are calling for the trained expert to solve them. For example, in the economic sphere there are problems of finance, of marketing, of transportation, of taxation, of tariffs, which are of



DR. WALTER C. MURRAY
President University of Saskatchewan

fodder be secured? This means not merely a study of supplies at present available, but also experiments with new kinds and the development of better. Further, how can disease among cattle be prevented or cured? In what form can the milk be marketed to the best advantage? The problems that are presented by this one branch of industry are so varied and so numerous, that they may well tax the energies and ability of the ablest.

Educational Institution, Pride
Of The Province, Achieves
Remarkable Results Through
Incessant Endeavor Of Expert
Instructors

needs their methods and means. For example, the agriculture of countries whose rainfall is abundant and whose fertility is largely exhausted is not adapted to our needs. The study of navigation is not urgently demanded on the waterways of the prairies. This means that the system of provincial education must receive the new tincture. Hence the short courses to aid in preparing emergency corps of instructors and workers until the slower and more thorough procedure of the regular schools can turn out a sufficient supply of the thoroughly trained.

Thirdly, the University must create a demand for the new knowledge as well as provide the supply. This is done by its conventions, its fairs, its institutes, its competitions, its travelling lecturers. Many are its agencies and varied are the methods which it employs to awaken an interest in and to create a demand for the new agriculture. The Better Farming Special is a spectacular method of using the railway and of advertising. "A College on Wheels," "A Scientific Circus," "A Railway Mission." It matters not what name you give it. The thing is called a blessing.

In such ways as these the vital touch of a modern State University quickens and directs the life of a nation.

The staff of the University is as follows:

PRESIDENT—W. C. Murray, LL.D.

DEAN OF AGRICULTURE—W. J. Rutherford, B.S.A.

DEAN OF ARTS—G. H. Ling, Ph.D.

ANIMAL HUSBANDRY—W. J. Rutherford, B.S.A.,

A. Shaw, B.S.A., R. K. Baker, B.A., W. J. Tisdale, B.S.A.

BIOLOGY—W. P. Thompson, Ph.D., T. N. Willing, Esq.

CHEMISTRY—R. D. MacLaurin, Ph.D., L. I. Burgess Ph.D., T. Thorvaldson, Ph.D., S. Basterfield, B.Sc.

CLASSICS—W. G. Sullivan, M.A., F. H. Underhill, B.A., Mary I. Oliver, B.A.

DAIRYING—K. G. MacKay, M.Sc.

ECONOMICS—L. C. Gray, Ph.D.

EDUCATION—W. C. Murray, LL.D.

ENGINEERING—AGRICULTURAL—A. R. Greig, B.Sc., J. M. Smith, B.S.A.

ENGINEERING—CIVIL—C. J. MacKenzie, B.E.

ENGLISH—R. J. Bateman, M.A., A. R. Weir, B.A.

FIELD HUSBANDRY—J. Bracken, B.S.A., G. H. Cutler, B.S.A.



The College of Agriculture and Student's Residence of The University of Saskatchewan

very great importance and urgency. There are also pressing problems of government; such as those of direct legislation of woman suffrage, of the regulation or abolition of liquor traffic, of local government.

Again, there are urgent problems relating to production. In the industries there are problems of power, the discovery of new sources of power, the utilisation and transmission of water power, the discovery of new raw materials, the economical utilisation of those already known. Could we discover gas in abundance near at hand, could we utilise the small Niagaras in the rapids to the north, could we discover minerals, or could we utilise to better advantage the by-products of our farms, we would greatly increase the national wealth.

Dairying is advocated. What breeds of cattle are best adapted to western conditions? Can the best of them be made better? How can an abundance of cheap and good

For these and many similar problems vital to the life of our province, able and well trained leaders are urgently needed.

Secondly, the University must train men and women to carry the results of scientific research and invention to the people who need them. It must become a Society for the Propagation of Scientific Knowledge. This means the organization of a system of instruction in those things most urgently needed in our Province.

Many claim that our young people, while being taught the fundamentals of education common to all civilized peoples, must give especial attention to those subjects adapted to our peculiar needs. For example, agriculture for our fields, household science for our homes, industrial training for our factories. Other countries have shown the way. We must not blindly follow in their footsteps, but become imbued with their spirit and adapt in our own

FRENCH—J. A. MacDonald, M.A.

GERMAN—J. W. Eaton, M.A.

HEBREW—M. F. Munro, M.A.

HISTORY—F. H. Underhill, B.A., A. S. Morton, M.A.

HORTICULTURE—N. Ross, Esq.

LAW—A. Moxon, B.C.L., I. A. MacKay, Ph.D., Hon.

T. H. McGuire, LL.D., R. W. Shannon, M.A., K.C., P.

E. Mackenzie, LL.B., K.C., D. Maclean LL.B., J. M.

Stevenson, M.A.

MATHEMATICS—G. H. Ling, Ph.D.

PHARMACY—A. Campbell.

PHILOSOPHY—L. Brehaut, M.A.

PHYSICS—J. L. Gogg, Ph.D., A. E. Hennings, Ph.D.

VETERINARY SCIENCE—N. Wright, V.S.

EXTENSION WORK—Director, S. E. Greenway;

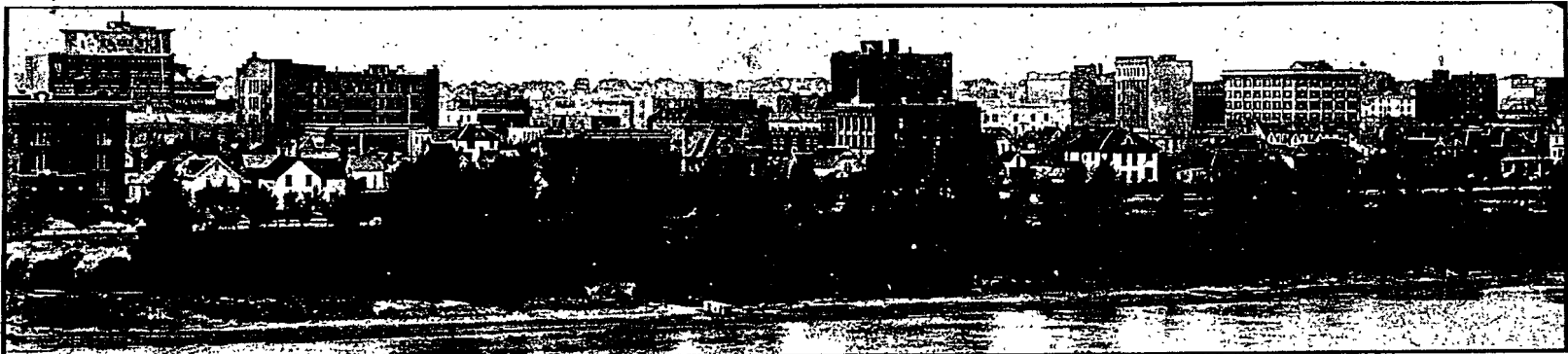
Director of Woman's Work, Abigail DeLury; Special

Lectures, Daisy Harrison, R. Baldwin, B.A.



Class in Stock-judging at The University of Saskatchewan

Board of Trade Activities Extend Scope To Provincial As Well As Municipal Welfare



Panoramic View of Saskatoon's Business District From the Nutana Side

—Photo by Len Hillyard

By MALCOLM ISBISTER
President of the Board of Trade.

I AM oppressed with my utter inability to conceive a definition which in a terse, comprehensive and ultimate sense could convey the full and intelligent idea of the functions properly characteristic of the progressive Board of Trade. This certainly calls for a Johnsonian aptitude higher than mine, and I can only state that, in our opinion, every effort calculated to enhance the interests of this city and district is rightly within the scope of our activities.

From the very first, we have never displayed the slightest desire to limit our exertions to the few well defined channels of purely Board of Trade work, as is the case with most other similar organizations in the Dominion. On no occasion have we ever taken the stand that this effort or that did not reasonably belong to us: If it concerned the welfare of the people, we willingly and energetically accepted and handled it to the limit of our judgement and ability; and, it is entirely safe to state that our endeavors have involved more scope and diversity than those of any other board in Canada.

Not only have we striven for the city; but recognizing its dependence upon the country, we have faithfully done what we could for our agricultural community. In the latter connection, it is a good many years now since we first launched our ardent advocacy of mixed farming which, at the time, brought upon us a good deal of adverse criticism,—criticism which, within the past two years, has been transformed to congratulation. The caustic critics have been converted.

One notable result of our agricultural effort and spirit of helpfulness to the points throughout Saskatoon's tributary district, is that they now look toward us in the light of an elder brother, councillor and friend. We believe this result to thoroughly justify the labor entailed.

Of course, the functions of a Board of Trade differ materially from those of a city council which latter

SASKATOON'S Board of Trade has accomplished great things for the betterment and advancement of the city and tributary territory. Working hand in hand with the city councilmen and other progressive citizens this organization has been a potent factor in making Saskatoon the metropolis of the present day. President Malcolm Isbister of the board, pioneer business man and energetic citizen, here tells of the activities of his co-workers.

toon. The two bodies have continually co-operated in the most helpful and friendly spirit. They have worked together as one; and I am respectfully convinced that this courteous, generous consideration always extended to us by our city fathers has been largely responsible for the enviable position the Saskatoon Board of Trade now undisputedly holds among the foremost bodies of the kind in this country.

In addition to our standard and other lines of work, our organization has ever been freely at the disposal of strangers and citizens alike, with any assistance or information at our command. "When in doubt, refer to the Board of Trade," has become almost a by-word among our people, a circumstance most gratifying to the members of our executive. Should we at any time lack such information as may be required we at least have access to channels through which it may be, and always will be, gladly procured.

As to keeping Saskatoon prominently before the world,—this we do through the medium of our literature, our correspondence — now aggregating considerably over 20,000 communications annually, and by means of a letter going regularly each week to over 850 newspapers and periodicals in Canada, the United States and the Old Country. These weekly letters are, of course, in addition to the numerous special articles contributed, mostly by request, to leading publications.

Another excellent way to securing forceful publicity is to take a prominent and intelligent part in any matter of Westernwide or Dominionwide import,

which we have never failed to do. The railway commissioners, for instance, have said some very complimentary things concerning us, as you are probably aware.

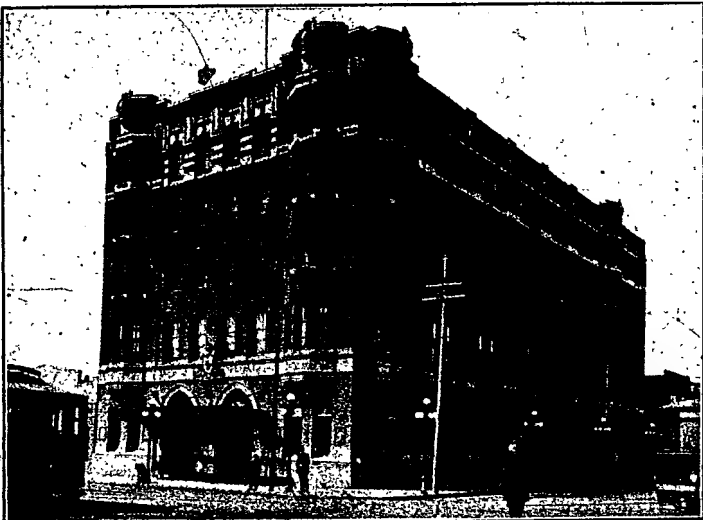
In conclusion, it is my cheering impression that the genuine support which our citizens have continually accorded us may be reasonably accepted to indicate their opinion that, at least, we have faithfully done our very best, and that, perhaps, in the line of useful accomplishment, we have not entirely failed.



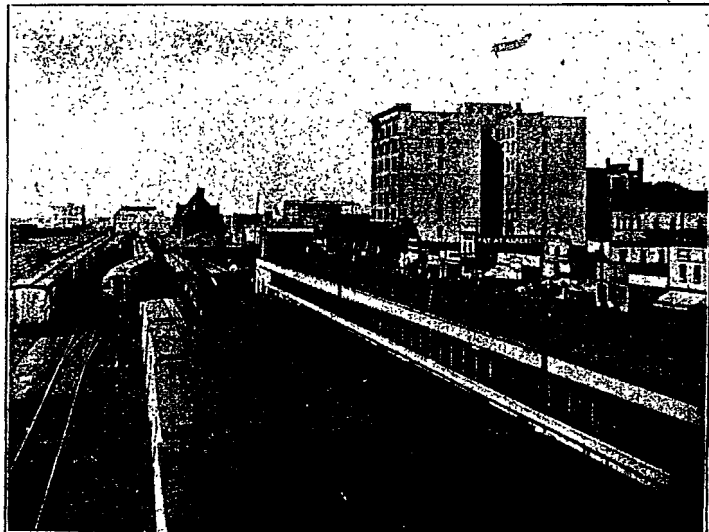
The Canada Building—A. Bowerman, Owner

relate to city management. But, the city council leaves to the Board of Trade considerations such as commerce, industry, transportation, immigration, publicity, and indeed, every other kind of desirable activity beyond its own full and strenuous duties.

The council's work is almost solely confined to the city, while that of the board extends both within and beyond the city. Consequently there is no question either of overlapping or friction, nor has there ever been the slightest evidence of such in the case of Saska-



The King George Hotel, Second Avenue at Twenty-third Street



Scene at C.N.R. Railway Yards. Canada Building in the Distance

Saskatoon Has Model School System

By Superintendent H. H. SMITH

To many residents of a city that has grown from a tiny hamlet to a community of over 30,000 people in scarcely more than a decade, it may come as a surprise to learn that the Saskatoon Public School District was the thirteenth district organized in what comprised the old North West Territories. In 1886 the first Board of Trustees, George Grant, Peter Latham and Dr. Willoughby, was elected. At first a building owned by the Temperance Colonization Company, and still in existence as a substantial part of a residence on the Southside, was used until a permanent structure could be erected. This was accomplished during the following year at a cost of \$1200 on a portion of the site now occupied by the Victoria School. This stone structure amply served the requirements of the district till 1901 when it was found necessary to increase the school accommodation. It continued in use, however, as late as 1910 when it was removed to the University campus by the Golden West Chapter of the Daughters of the Empire to serve as an archives building in connection with the provincial university.

Owing to the increase in the number of inhabitants on the north and west side of the river it was decided in 1901 to open a school on that side, to obviate the necessity for the smaller children crossing the River. This one-room stone building known as the Pioneer School was started late in the year and completed in 1902. It is the one that ex-Mayor James Clinksill, a trustee at the time it was built, jokingly remarked was erected strictly in accordance with the suggestions laid down by the Department of Education. Its chief and only merit seemed to be that it was substantial, for the interior arrangements were ill-fated to contribute to the comfort of those using it, while the architectural lines, or absence of such, must have offended the simple tastes of even the natives of the land.

As the population on both sides of the river gradually increased, more and more inconvenience was felt by those who had to make use of the ferry in sending their children across the river for instruction in the work of the higher grades, since it was not feasible to maintain instruction in the more advanced work on both sides of the river. This resulted in the division of the district, with the river as the dividing line and the creation on the South side of the Nutana district. The two districts remained separate until the completion of the traffic bridge in 1907 removed the cause for the existence of the two districts and in that year the Nutana district was disorganized.

From the time of the organization of the district instruction was given not only in the elementary subjects, but also in more advanced work leading to the acquisition of certificates to teach and matriculation to some university. With the passing of the Secondary School Act and the increase in the number of High School students, a High School was organized in 1908 so that from that time the district has existed as a purely Public School district; another change, however, occurred in 1911 when a Roman Catholic Separate School District was organized for providing public school training to Roman Catholic children.

If for the first 14 years of its existence the school district was barely able to hold its own as regards number of pupils, the last 14 years have been marked by the most phenomenal growth and expansion.



H. H. SMITH
Superintendent of Schools

In 1900 there was but one school building and one teacher. To-day there are 11 modern school structures, one of which was erected by the Separate School

by the Board of Trustees. In all there are 19 sites for school purposes with a total area of 55 acres, averaging nearly three acres to a site. The unoccupied sites are being prepared for use later by the planting of rows of trees.

A very high standard of academic qualifications is set for the members of the staff of Saskatoon schools. For the principalships, men who are graduates of well known universities and with several years successful teaching experience, are selected. Probably no other city in Saskatchewan demands of its principals so high an academic standard. The members of the regular teaching staff must hold at least a second-class certificate, be Normal trained, and have had—with few exceptions—at least three years' successful teaching experience.

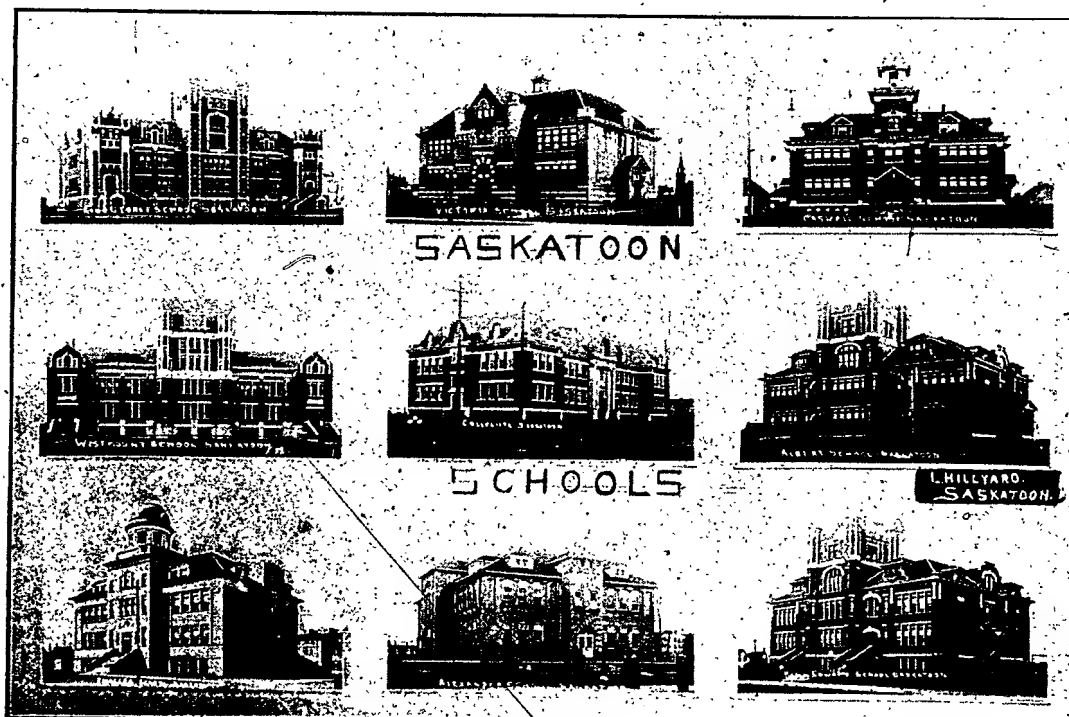
While a fixed Course of Study laid down by the Department of Education for the Province, consisting of instruction in reading, writing, arithmetic, spelling, composition, grammar, history, geography, drawing and music, must be followed, with the emphasis placed upon the first five subjects, there has always been an attempt to emphasize the things that have a practical value for the pupils. Even before required by the Department of Education to teach sewing and cookery to the girls and Manual Training to the boys, Saskatoon departments of household science and manual arts were in operation nearly two years. The success achieved by these departments has amply justified the expense incurred in their inauguration.

In October of 1913 evening classes were organized at two centres in the city for instruction in English (including arithmetic and business forms), cookery, mechanical drawing and practical woodworking. The number of those who availed themselves of the privilege of attending totalled well over a hundred. The success of initial efforts was so gratifying that it is planned to prosecute the work more vigorously during the coming fall and winter. An exhibit of some of the work performed by the members of the classes in mechanical drawing and practical woodworking will be found in the Manual exhibit at the Fair.

The Department of Medical Inspection has been in operation for three years under the direction of a practicing physician who devotes a portion of each day to the work. He was at first assisted by one nurse but with the increase in the number of pupils it was soon found

necessary to add a second nurse. In many cases what would have become epidemics among pupils have been checked in the initial stages of their development, and soon completely eradicated. The children are being taught the value of cleanliness, and the necessity for observing the commonest sanitary precautions. The results of this training are reflected in the improved appearance of the children as regards neatness, cleanliness and general health.

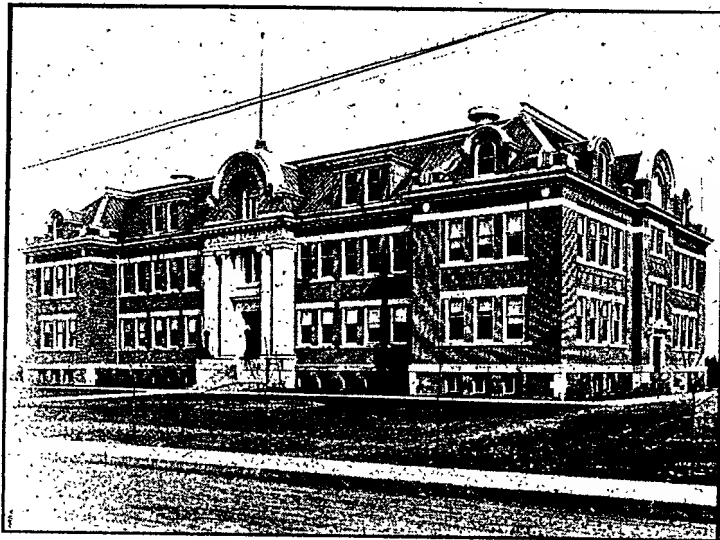
While much progress has been made along many lines of elementary education during the last few years, it is felt by those who have to do with the direction of the Saskatoon public school system that at least an equal advance over the present state of the system should be made during the next few years.



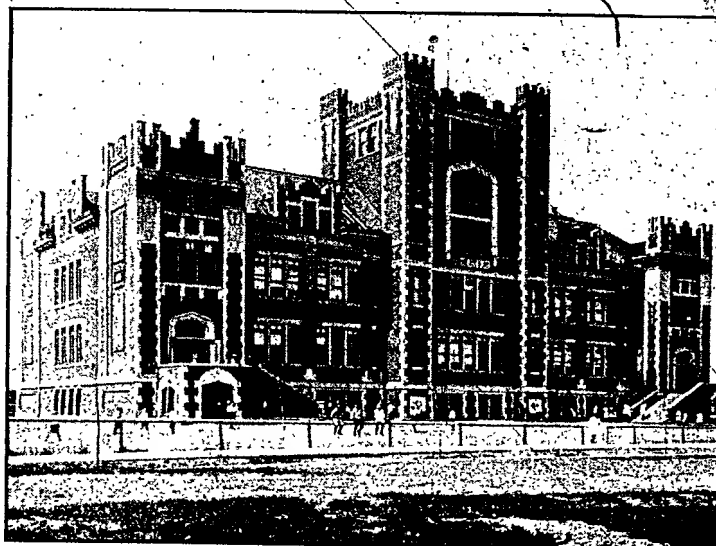
District, with capacities varying from 300 to 500 pupils while the present staff of teachers numbers 116. Then our school population consisted of sixty-seven (thirty-five east and thirty-two west of the River) while the enrolment for April of this year was 3440, exclusive of the Separate School enrolment which was 275.

The Board of Trustees, of whom three have been associated with its management continuously for eight years, have stood for the best possible buildings and equipment, teachers of successful experience with high academic qualifications, and the desire that the training given should meet the needs of the pupils from a practical standpoint as well as be thoroughly up-to-date.

Considerable foresight in providing large sites, and a sufficient number for the growth of the city while they could be purchased at a small cost, has been displayed



The Collegiate Institute

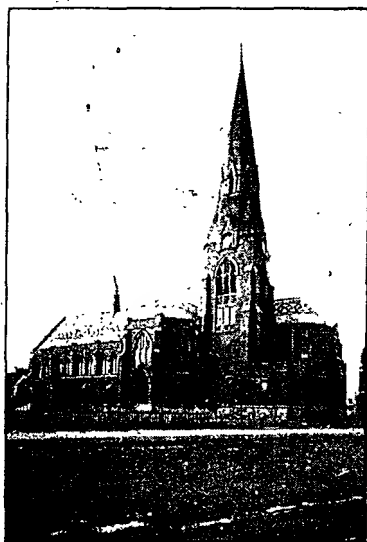


King George School

Saskatoon's Palatial Houses of Worship Are Most Imposing in Western Canada

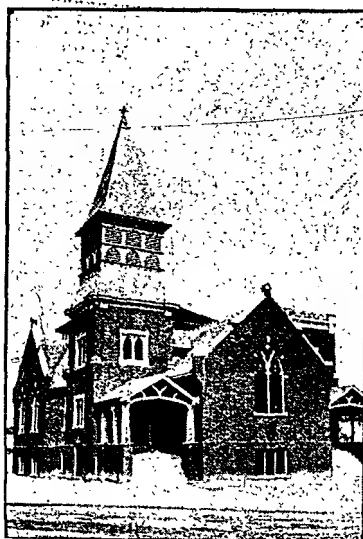
Beautiful Churches Grace Scenic Spots in Convenient Portions of City—
Congregations are Enthusiastic and Toil Daily to Better
The Lot of Visitor and Resident

WITH the erection of each new church in the city, and more particularly if that church be a cathedral, its congregation members indulge in reminiscences about the days when the congregation worshipped in the home of one of its members, or in a school-room, or a round-house. Something over a score of churches are now open every Sunday for public worship.



St. John's Anglican Church

In point of numbers of churches the Anglicans have outstripped the other denominations. St. John's, the oldest of the Anglican congregations, is on the point of completing a church which has not many equals among the Anglican churches between Montreal and Vancouver. Materials and workmanship have been of the best, and its contour is strictly of the sort approved by the denomination. From all parts of the city the high spire of St. John's can be seen.



First Baptist Church

Though a smaller building, yet St. James, on the south side, is one of the most strictly church-like edifices. Its lines are altogether harmonious and symmetrical; it is of richly colored materials, and its windows are well arranged.

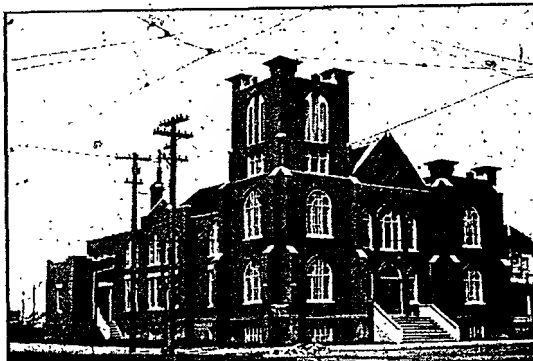
Then there is Christ Church, serving the north western quarter of the city; and St. George's,



Knox Presbyterian Church

the Riversdale Anglicans. A chapel stands on the Emmanuel College grounds, and the divinity students are joined in their services there by many who live near the University. And in addition to these five churches, a couple of Sunday-school centres have been arranged for the extreme northern parts of the city, at one of which St. John's mission, North Park, services are held.

The new Knox church, one of the most ecclesiastical appearing edifices in the city, was opened in May, and its costly organ on the first Sunday of July. Knox church in common with St. John's and St. Paul's, possesses a very admirable site

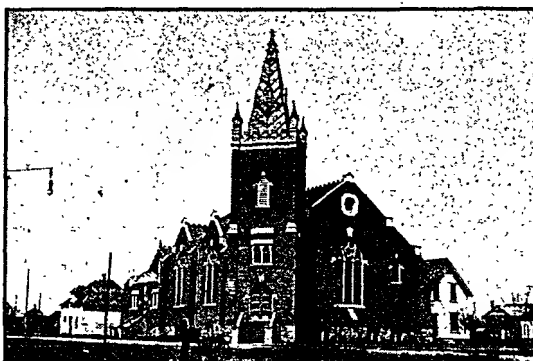


St. Thomas Presbyterian Church

upon the river bank, and in a part of the city which by no turn of fortune's wheel is likely to become other than a residential street.

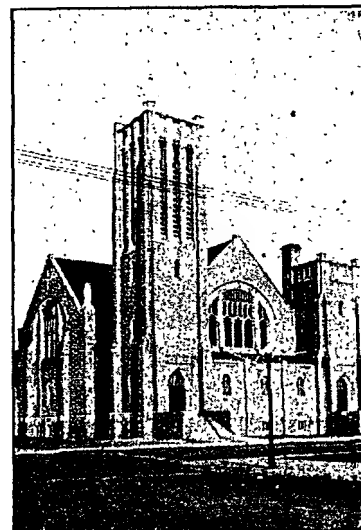
Knox church is of generous dimensions, and for solidity is scarcely to be surpassed. The Presbyterian congregations in the order of their organisation are—Knox church, St. Thomas, Mayfair, and Westminster, serving the centre, west, north and south respectively.

Every week brings fresh words of admiration for the architectural design and for the tasteful



Wesley Methodist Church

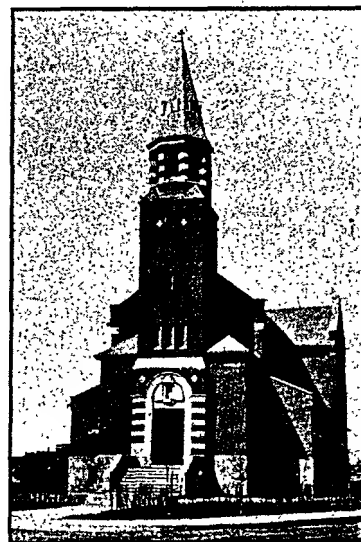
finishing of the city's only stone church, the Third Avenue Methodist. In comparing it with the finest churches of eastern Canada, it has become second nature to expect the stranger to conclude with: "Your church may not be so large as some I've seen, but I can't recall any which is more pleasing in every way."



Third Avenue Methodist Church

This church, too, is furnished with a magnificent organ. The ceiling with its great wooden arches is always commented favorably upon, and the trio of handsome memorial windows are in keeping with the rest of this impressive place of worship.

The Methodists have their three large churches at good points of vantage for serving members; the Third avenue church for the central and north, Wesley for the westside, and Grace for the south-side.



St. Paul's Catholic Church

The Baptists hold services at three points though organised into but two congregations—the First Baptist and the Riversdale and Nutana Baptist.

The city's churches include a German Lutheran, Christian Science, and a couple of Gospel-teaching institutions, the Church of God and Hebron hall.

Combination Of Developing Events Portend The Dawn Of A New Industrial And Agricultural Era In Saskatchewan And Saskatoon



Commissioner F. MACLURE SCLANDERS

By F. MACLURE SCLANDERS
F.R.G.S., F.R.H.S.

UNTIL now, it would almost seem that Western pessimism and optimism alike have been of distinctly spurious variety. Certainly, neither was ever logical. Both were always equally astray: The plaintive predictions of the pessimist never materialized; while the florid flights of the optimist followed flimsy fallacies, falling far short of and always missing every vital, genuine reason for an infinitely truer, fuller and securer hopefulness than was ever his.

Now, although Western optimism is proverbial, it is nevertheless easy to prove that, as a people, we have never been other than profoundly pessimistic even when flattering ourselves most to the contrary. For example,—let us epitomize our agricultural history:

Until about 1903, all this wonderful district was deemed—or rather, damned,—semi-arid and unsuitable for agricultural purposes. Then, the Americans discovered us, and we became faintly conscious of our first glimmering of agricultural truth.

In 1905, the literature of the Canadian Pacific Railway, restricted the wheat belt of about 15 miles west of Moose Jaw, from whence it was stated to slant in a northwesterly direction to about Daysland, and from there, west through Edmonton. But, look at the map today!

In 1906, the mild suggestion that Lethbridge district ought to grow the finest winter wheat in the world, was received there with reproach more curt than courteous. Yet, a few years thereafter, it was even so.

In 1908, the agricultural repertoire of Saskatoon district was generally restricted to wheat, oats barley and flax; no one will ever know why.

For a final instance, let me recall that only about 11 years ago, Hermann Schmidt was considered the assinine ultimate for actually daring to sow wheat on the Nutana side of the river!

Of course, such pessimism merits no reproach. It was born of the bitterness of inexperience in the midst of hardship which subsequent generations will never know and will never comprehend.

Today, however, thoughtful people are conscious of the workings of a wondrous change,—for, during the past two or three years, a sprinkling of progressive men came to the conclusion that as two things equal to the same thing were equal to one another, it therefore seemed to follow that any crop successfully grown elsewhere in the same latitude and under similar conditions should be raised to advantage here also. This was the first sensible attitude to be assumed toward our agricultural potentialities. As merely one result thereof, the Provincial Government recently donated \$6,000 in cash prizes to those who had demonstrated unarguably that alfalfa—the most valuable fodder—could be produced with gratifying success all over Saskatchewan. Now, did the wisest optimist of the past ever predict any possibility which approached the splendid significance of this achievement? Yet, after all, was there ever any really tangible reason why alfalfa should not succeed in these parts?

Yes, there has been a great change since 1908. Then, public opinion restricted us to wheat, oats, barley and flax, but now, would almost hesitate to deny us peanuts; for, it is at last realized that we have scarcely yet reached the kindergarten stage of our agricultural development; that we have barely touched the outer fringe of our possibilities many of which remain for the future to reveal. For

instance, we are just beginning to awaken to the fact that this ought to be one of the great sheep raising countries. Consequently, coyotes and spear grass—these formerly final arguments against the industry,—have been relegated to the swiftly increasing rubbish pile of shattered fallacies, all of which were fathered by the strange and most inconsistent pessimism in point.

It will be unnecessary for me to touch on other of our untapped agricultural possibilities for the purposes of this paper. Nevertheless, let me add that, so far, we have done nothing in small fruits which, as we all know, thrive wonderfully: This country ought to spread the whole world with jam manufactured in its own orchards. Someday, it will do so.

Passing from the pessimism affecting agriculture, let us examine another aspect or symptom of the same fell spirit:

Formerly, we concluded without hesitation or argument that our solitary natural resource was agriculture, even reducing the scope of that to its narrowest limitations. The average individual invariably overlooked soft coal as an item entirely too negligible. Of course, if actually challenged, we should have been forced to admit that no other large country on earth lacked at least several natural resources of outstanding importance. What, then, caused us to be so confoundedly and illogically conservative with regard to our own country? Simply, our former inherent pessimism, and nothing more.

Yesterday, the West had but one resource—agriculture: Yesterday, the farmer had but one crop—grain. Considerably over a year ago, I brought the Hanley natural gas indications to attention; but nobody thought the matter worthy of investigation. The university characterised the indications as merely marsh gas due to rotting vegetable matter: Today, it is different: People would almost credit the existence of natural gas at Warman. They have changed their erstwhile attitude; they have relaxed the strange-hold of their pessimism. The swift unfolding of events has so compelled them. Is there not gold to our northeast?—Gold, the existence of which Ex-Mayor Clinkskill knew many years ago when lack of all transportation facilities prohibited exploitation, and which, of course, is no longer so. Then, is there not promise of oil to the southwest and west of us? Is not the city at present considering a natural gas franchise? Are there not ochre deposits adjacent to our west? And, why may there not be other valuable resources that we wot not of, for the all-sufficient reason that we have not yet taken the trouble to look for them?

At this point, permit me to make the somewhat startling assertion that, until now, there is not on record a single instance of our ever having anticipated anything favorable concerning this West. In every case, such things were never even credited until they could be no longer denied. And yet, Westerners are proverbially optimistic! Surely, ours was not a genuine optimism, but rather a spurious counterfeit. Let us venture its analytical definition—progress involving more frankness than intelligence. Perhaps, we might simply epitomize our definition by merely recalling that once familiar phrase—"You will never require to meet the second payment." Remember I here speak of the West as a whole.

The former brand of optimism, when dissociated from successful realty operations, was of but slender substantiality. Further, in essence, it was supremely illogical because it believed that the value of property was controlled solely by speculative demand and excluded from the consideration every other contributory factor by which such value is ordinarily restrained. It also led us to forget

that the value of property can only be based upon what legitimate tenants can afford to pay for accommodation therein, and not one cent more. Further, it deluded us into the folly of striving for industries on the one hand, while, on the other, we raised and kept raising the cost of living by realty operations to a point involving a scale of wages prohibitive to industrial development.

Another of that optimism's weak aspects was that it caused our overlook or neglect of the basic economic fact of the city's dependence upon the country. But, why enlarge further than is necessary for the purposes of this paper upon errors now generally admitted; and, seeing that the farmer no longer believes that wheat is everything—a conclusion as frankly accepted by the city man with regard to real estate.

Former things have passed forever: the new era of sterling optimism has already dawned. No longer as through a glass darkly do we contemplate the magnificence of our natural heritage; no longer does a pall-like pessimism enshroud our clear true vision of things as they are and as they will be; no longer do we gaze upon our actualities and potentialities in absurdly false and narrow focus that excludes much if not most that is so thoroughly hopeful and encouraging. On the contrary we watch enthusiastically the swiftest and most encouraging agricultural transition ever yet experienced anywhere—the passing of merely wheat; the advent of mixed farming. We know that this inevitably means lower cost of living and higher farm land values. As another vital factor toward a reduction in the cost of living there will be natural gas which will also solve the cheap power problem.

In addition, the operation of Hudson Bay route will contribute in the foregoing direction to an extent as yet by no means clearly appreciated. The map will show how much further than Hamilton, Ont., and other Eastern manufacturing centres, Saskatoon will then be from the iron and steel industries of Cape Breton. The route in question will also enable for our city a saving of 1186 miles of expensive railway haul on imported raw material from the eastern seaboard; for, over the official survey, Saskatoon is but 738 miles from tidewater on the Hudson Bay. The Baltic is frozen from three to five months annually; yet, the Baltic trade is prodigious; and even although conditions are not entirely analogous, it is respectfully suggested that in discussing Hudson Bay route potentialities, it might be well to bear in mind the actualities of the Baltic.

And, now let us sum up merely these few reasons sufficient of themselves to justify a genuine and abounding optimism: The development of diversified farming; natural gas which implies cheap fuel and power; oil, gold and the Hudson Bay channel for the cheap importation of raw material. None of these things are in any sense beyond the region of early materialization. All of them constitute a combination more potent than any other conceivable toward a swift, sweeping and stupendous period of substantial progress with its attendant prosperity. Never in the past have I contemplated the adjacent future with a hopefulness so thoroughly unmingled.

And, the brightest brightness of this hopefulness is that, at last, we are exhibiting a receptiveness that abjures the pouring of cold water upon any new and cheering probability; and that we now realize the improbability of any reasonable dream or hope or promise ever exceeding the future fulfillment of this, the greatest of all great lands. Always in the past, all things have been brighter and better than we had ever dared to predict, and, in the future, it must ever be more and more so.

Saskatoon's Strides, From Hamlet To Metropolis, Prove Worth of Judgment of Pioneers--A. Bowerman



Old Settler, Owner of Canada Building, Tells Gripping Facts of Early Day Privations Before the Village Doffed Its Swaddling Clothes and Donned City Garb



The history of the Saskatoon of 14 years ago, then but a dot on the banks of the South Saskatchewan, peopled by a mere handful of determined pioneers, yet destined to become the distributing centre of an inland empire, is here penned in an unusually interesting manner by a pioneer who knows—a man who has risen to wealth and prominence through his steadfast, straightforward business methods—Mr. A. Bowerman. Saskatoon's largest office structure, the Canada building, of which he is proprietor, stands as a lasting monument to his endeavors.

By A. Bowerman

THERE was much discussion all over the United States and Canada about the end of the century. Most people seemed to think that the year 1899 should end the old century, but it did not.

It was in the closing days of '99 when I landed in Saskatoon. The depot was exactly the end of Twentieth Street. The C.P.R. was then operating the line, it being some years later that Mackenzie and Mann surprised the C.P.R. by buying it.

The two hotels stood just where they do now, the Windsor on the one corner and The Queen's, now The Hotel Brevoort, on the other. From that corner, First Avenue and Twentieth Street, the town did not extend very far. To the north, one store next the hotel, and that was all. To the south, next The Queen's was Clinkskill's store, then the Police Barracks and one house and nothing more.

To the east on Twentieth Street was a lumber yard. South East on the river bank Kusch's little stone house and the one storey residence of Stuart the ferryman. This spot, later, proved to be the foot of Third Avenue where the bridge is now. Then there was nothing scarcely to indicate streets.

At the foot of First Avenue was the miniature mansion, occupied by S. Kinsey and Alfred Smith. Smith died two years ago. Mr. Kinsey has the finest show of flowers in the city, in Nutana near the head of the bridge.

West of the railway track was the station house, later moved over to the east side. Northward was A. E. St. Laurent's cow stable, and the Round House. The stable was afterwards removed to give place for the tents of the Barr Colony.

The Round House had two stalls, one occupied by an antiquated locomotive, the other by the first Sunday School of Saskatoon and by the first Presbyterian congregation. This was on Sunday, on week days the place was visited by gophers occasionally. The Canadian Northern later erected a bigger, more pretentious Round House on the site of the old one.

In 1904, old timers will remember a dozen or so dead engines standing in and around this Round House. There wasn't room for them all inside and they had to stand out in the cold.

North of the depot, still on the West Side was a corral for shipping cattle for the Gordon-Ironside company, also a flat warehouse holding about 2000 bushels of wheat, had there been any wheat.

Nearby was a pile of buffalo bones, said to be the remainder of an enormous lot bought from the Indians and Metis by Mr. Jas. Leslie who did not scruple thus to violate the sacred remains of the departed Monarchs of the plains. Train loads of these bleached skeletons went away to the United States to be ground up for fertilizer.

Here and there, even now, in some back shed, one comes across a pair of black and shiny buffalo horns, polished and trimmed with a bit of fur by some industrious squaw, and peddled at the station platform by a dignified warrior to the curious tenderfoot. Alas for the days of the buffalo horns, and the Indian and the Mounted Police, searching for contraband whiskey under the car seat. I must leave it to the memory of the old timer to fill in the picture.

It must not be forgotten that Saskatoon at that time was south of the river, Saskatoon with the Post Office, the Methodist Church, and Dulmage's General Store, and Mrs. Fletcher's Store and the Drug Store of Mr. Copland, and Louis Grugeon's residence and three or four small houses, each one of which was photographed and immortalized as the only and original sleeping-place of Louis David Riel, hero of two wars, the night he stayed on shore on his way down to Regina for a few months of quiet before his final appearance in the historical Suspension Act.

Mr. E. Maxwell says that Riel was hustled from the boat into one of the covered wagons provided with Major Young's escort, and thence right down the trail to Swift Current.

But each one of these little houses was used as a hospital for the treatment of the large number of sick and wounded boys from Batoche and other places noted in that exciting campaign of 1885.

Down in the flat at the head of the bridge was Mr. Leslie's house, and Mr. Harrington's, the Crimean veteran, and a few more. Also a big corral of cattle belonging to Mr. Sinclair wintering there under the poplars.

But Saskatoon, as incorporated in 1903 was all north of the South Saskatchewan River, and east of Avenue A. This small area in 1900, but for the railway might be considered a trans-river suburb of the town of Saskatoon to the south.

The original plotters of the town-site must have had in view the future destiny of the place, though differing somewhat from the actual one. The numbering of the streets was continued, Nineteenth, Twentieth, Twenty-First, and so on to Twenty-Third where it stopped. That surely was enough for any sensible town. And the Avenues



A. BOWERMAN

and Streets, all 99 feet, with bordering lots, 140 feet deep, made an ideal site for suburban residences, each with a garden.

There was much scrub, willow, thorn, rose bushes, and small bluffs of poplar, and through this the streets had to be brushed out—all except First Avenue where was a beaten trail parallel with the railway. One of these bluffs or the ragged remains of it, stands alongside of Charlie Luke's Laundry just back of the fire hall. Near the corner of Second Avenue and Twentieth Street, the National Trust corner, was a derrick where on rare occasions hung a carcass of beef, while just east was the town nuisance ground. This was before A. E. Young's furniture warehouse was built and burned, and before Mr. Leslie put up his lumber office on the opposite corner. Shortly the nuisance ground was in and around the bluff above mentioned near the corner of Fourth Avenue and Twenty-Third Street.

Adam Turner had to clear off part of this when he built on Third Avenue.

When Spring opened there was a big pond or lake extending from the Railway to Fourth Avenue and from near Twenty-First Street North to about Twenty-Fifth Street. This lake was covered by thousands of geese and ducks.

From the west came the Battleford Trail, crossing the railway tracks close to the station. This trail, historically, may be looked on as the beginning of the city of Saskatoon. For whatever bad name was given to Saskatoon by people of Regina and Prince Albert, and they never forgot to warn the unwary passenger against it, it nevertheless remained as the starting point to the Great West, the land of illimitable possibilities.

Battleford was the original capital of the North West Territories, and even after Donald A. Smith and his colleagues switched the line of the C.P.R. away to the South and founded a new capital city, even Regina, the faithful dwellers of Battleford clung to their hopes and faith—even as now—and Battleford was the metropolis of the North West land of promise.

So the Battleford Trail was the beginning. First the Smithville people, then others westward and northward, then the Barr Colony—then everybody.

The tide of immigration was rising fast; in 1899, 1900, 1901, it increased. It got far ahead of the C.P.R. and C.N.R. and when these roads along in 1907-08 got ready for business, they had more than they could handle. And now when anyone inquires the raison d'être of Saskatoon, it is easy to give the answer. Regina and Moose Jaw were plumped down at random—really they were looking for water, and found it a hard problem even as now—Calgary was next the mountains, they had to have a place to store their broken engines, Edmonton was the old fur depot of the Hudson's Bay Company. But Saskatoon was the starting point of the Battleford Trail, and there you have the whole story. There might have been a town started where the C.N.R. crossed the river, but there wasn't. There might have been a town where the G.T.P. crossed, but there wasn't. And, voila Saskatoon.

The population, north of the river was 92 in June 1901. The official figures are 113, but that was for the district, and even so they are not correct. When James R. Wilson

took the census in May 1903, he found 450. In June 1906, there were 3013.

Lots were cheap in 1900. The Town Site Trustees had a bargain sale, and did not succeed very well. Lots on First Avenue were \$20 and \$5 extra for corners. The site of the Canada Building, three lots, was sold for \$65, Second Avenue lots were cheaper, \$15 each and \$5 extra for corners.

There were no newspapers. This was the time of the Boer War and Mr. A. E. St. Laurent provided a bulletin of telegraphic news nearly every day, to tell the news of successive defeats. Certainly a blue lot of readers we were those days till we heard of Kimberley relieved, Ladysmith saved and Cronje captured. I think we burned him in effigy. Kruger fled, Pretoria taken!—And then we got a long rest.

Electric lights there were none. Dr. Willoughby was at Dundurn. Dr. P. D. Stewart was first doctor, coming to Saskatoon in 1902.

Lawyers, none. Mr. Acheson was first. Bakers, none. Twice a week, when the Blue Flea came in they dumped off on the platform a gunny sack of bread, from Duck Lake.

Laundry? You could send to Regina. Butchers, none, a quarter of beef, sometimes wrapped, was thrown off on the station platform—If Doc. MacKay could have seen that!

Policeman, one, but he wore the magic letters R.N.W.M.P. and in that force numbers do not count. Sergeant John Clisby kept up the traditions of the force. When you read wonderful stories of the Mounted Police, you can mentally attach them to Clisby, and you will make no mistake.

Schools, none.—The first school was on the south side. R. B. Irvine was teacher in 1900.

Churches, none. Rev. S. Lawson preached in the stone school house on the south side. On the first Sunday he preached to a congregation of one, the writer. The sermon was good, the congregation attentive.

Following are interesting estimates of historic value for the Town of Saskatoon, made July, 14th, 1904:—

Estimates for the year as accepted by the council, having been passed in reports of the several committees, and otherwise.

Board of Works, committee requirements.....	\$ 2000.00
Board of Health, committee requirements.....	250.00
Fire, water and light, committee requirements..	300.00
Secretary-Treasurer and town officer.....	920.00
Solicitor—\$150.00 and stationary supplies—	
\$80.00.....	230.00
Park, with race track and other improvements..	1750.00
Waterous Fire Engine.....	2850.00
Contingencies.....	500.00
Debenture Indebtedness—first instalment.....	750.00
Balance owing to Bank of Hamilton.....	4600.00

Total amount to be raised.....\$14150.00
Expected proceeds of sale of debentures.....\$9066.00

Leaving to be raised from taxes and licenses, the sum of.....\$5084.00

Eleven Mills on the dollar will produce, say..... 5500.00
Licenses will produce about or over..... 1600.00

Total, \$7500.00

The debenture money is to be applied as follows:—
On purchase of Park.....\$1500.00
On street improvements..... 1800.00
On tank wells for fires..... 1600.00
For fire engine and freight..... 2940.00
Leaving a balance of say..... 1226.00
for fire hall and appliances \$9066.00

At the time these estimates were made the following were town officers:—

Mayor: Jas. R. Wilson.
Councillors: Dulmage; Bowerman; Copland; Willis; Archie Smith; R. McIntosh. They were elected June, 1903.

The first meeting held in stone school on Fourth Avenue, near the Crescent.

The Board of Works had to build some sidewalks and construct tanks which were filled from the river after we got an engine.

One of these tanks was on Nineteenth Street at the foot of Second Avenue. Another was on Twentieth Street, corner of First Avenue in front of Billy Davidson's Clothing Store. A third was on Twenty-First Street, corner of Second Avenue in front of Cairns Store, now the Bank of Commerce. These tanks were removed when the water works system was installed.

The Board of Health had a few cases of Typhoid, lodged in a hired building on Fourth Avenue and one case of small-pox, placed in a tent, down on First Avenue about where Cairns Store now is.

The Secretary Treasurer was W. C. Sutherland; Town Officer: S. A. Mighton; City Solicitor: D. T. Smith.

"The Park", was City Park—bought from the Town Site Trustees—used for Exhibition purposes. Later (1906) a site for the Hospital was given them as was a site for the King Edward School.

Mr. Wilson was succeeded as Mayor in 1905 by Mr. Isbister, our present Post Master, and he by Mr. Clinkskill, who was first Mayor when Saskatoon blossomed into a City in 1906.

Of the council, Mr. Dulmage, father of Lt. Col. A. Dulmage, resigned towards the end of the year, and was succeeded by Louis Grugeon. Messrs Willis, Smith, and McIntosh, closed their term of service at the end of 1907. Mr. Copland resigned to run for Mayor.

The Council for 1905 was:—
Mayor: M. Isbister;
Council: Bowerman; Sutherland; Baker; Chubb; MacBeth;
S. A. Clark;
Secretary Treasurer: Adam Turner.

Saskatoon's Y.M.C.A., Backed by Citizens, Boosts Membership to 1228 and Erects \$175,000 Home

By A. EUSTACE HAYDON,
General Secretary of The Y.M.C.A.



"YOU can test the modern community by its degree of interest in its Young Men's Christian Association" says President Woodrow Wilson. It is a fair test; for the community giving intelligent support to its Y.M.C.A. is a community bent on the conservation and cultivation of the worthiest values of our modern life. The Y.M.C.A. is a workshop where trained men and scores of volunteer workers labor at the task of shaping the character of coming Canadians. Here a hearty welcome and a home-like atmosphere is thrown about the boy in the city away from home. Here the pent-up energy and passion power of youth is turned into channels where it is used for building strong foundations for life.

The Y.M.C.A. has as its supreme task the building of strong, Christian men—steady the weak, equipping in mind and body, the inefficient, encouraging the disheartened, and putting the strong into service. Always the city Y.M.C.A. has been the pathfinder in the solution of social community problems, the handmaid of the churches, the clearing-house of interdenominational activities, the friend, defender and protagonist of youth. The strong, sympathetic manhood of the Prince of Galilee bending in blood to grapple with the problems of human need is the guiding ideal and an institution, equipped as a modern Y.M.C.A. is equipped, striving to carry out that ideal of service, must inevitably exert a wide-spread, ennobling influence upon the community in which it works.

Saskatoon responded generously to the call for funds to build and equip the city Y.M.C.A. On the basis of the pledges given three years ago we have now the best, Y.M.C.A. building yet completed west of Winnipeg valued, together with furnishings, at \$171,440. The first year of service ended in May—a year of pioneering. Figures can never catch the real work of the "Y" for the best results are more frequently in the atmospheric influence which is intangible and eludes the tabulator.

The membership, men and boys, for the year totalled 1228, approximately one-fourth of whom are members of the churches of the city.

Sixty-six men were enlisted in active, regular service

icals were provided regularly; ten educational lectures on various subjects were delivered with an aggregate attendance of 448; six scientific and practical talks were given to a total audience of 222; a debating club carried through a difficult program; 153 students were given instruction in class lectures; 64 lessons were taught in English to foreigners with an aggregate attendance of 2920.

In the department of religious work 17 classes for the study of vital religious subjects were conducted during the year. The teachers consisted of clergymen, business men, secretaries and three older boys. Two hundred and fifty-one members were enrolled in the classes and the aggregate attendance totalled 3073.

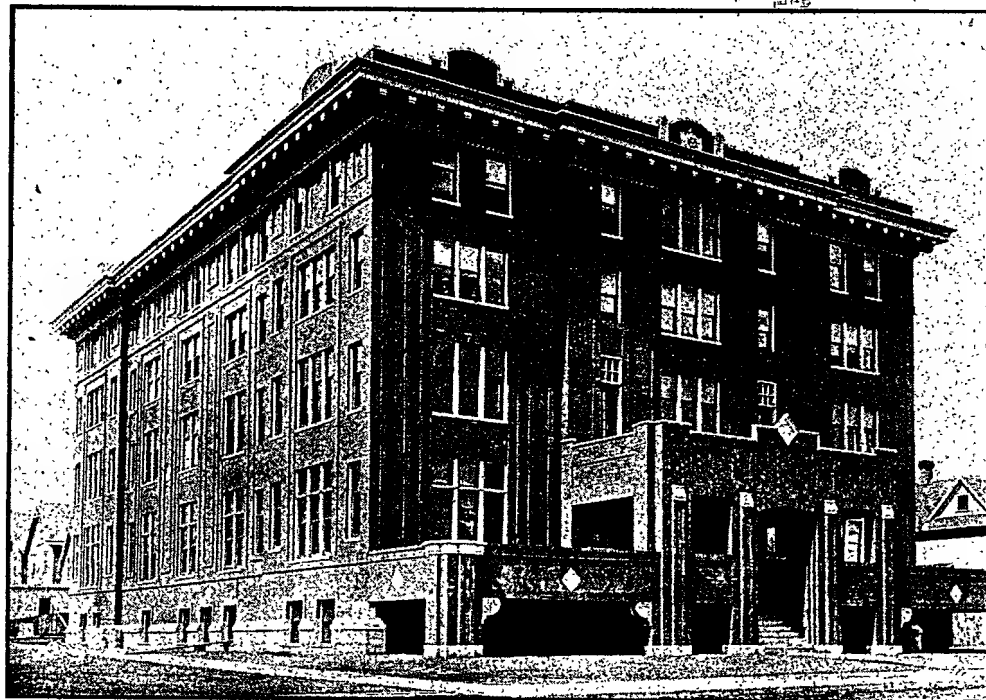
Fourteen mass meetings for men were held with an aggregate attendance of 2100; thirty-four open meetings for boys gathered a total of 1038.

In addition to this the patience of the public would fail us to tell of the after-church hour of song, the Sunday morning breakfasts, the Open House celebrations and all the multifarious activities which go to make up the full rounded life of our Saskatoon Young Men's Christian Association.

The Y.M.C.A. has had a great year but it has been a year of experimenting, of pathfinding, of building. The coming year will be better and more splendid. It ought to be clearly stated however that the Y.M.C.A. is not a private or class institution but depends for its largest usefulness upon the intelligent and sympathetic interest of the citizens of Saskatoon. The Y.M.C.A. is a public institution built by money of Saskatoon business men and is here to serve the higher interests of life. The privileges of the Y.M.C.A. are extended without consideration of creed or class. During the last year, for a membership fee of \$10, privileges were extended which cost actually \$26 per man to provide. The institution stands ready to serve. For the churches it provides the means of reaching hundreds of young men who might otherwise drift beyond their direct control. It furnishes a center in which all denominations may unite for religious movements which are not sectional but community-wide in their sweep.

Almost 500 strangers were directed to suitable rooming and boarding places outside the building while 261 enjoyed the privileges of residence in our own dormitory.

Turning to the physical department the records show that 28 men and boys gave gladly of their time during the year in volunteer service in directing the activities;



Saskatoon's \$175,000 Y.M.C.A.

during the year directing the various activities of the institution.

During the 12 months there was for every day an average attendance of 508 men and boys in the building.

One hundred and forty-eight social gatherings, formal and informal, were held during the year. Five high-class entertainments were given by the talented representatives of the Midland Lyceum Bureau, and it is needless to call to public memory the Y.M.C.A. Minstrel entertainment given by our local talent.

The "Y" secured, free of charge, employment for 147 men and boys.

in seven months 462 gymnasium classes were conducted with an aggregate attendance of 10,179; more than 22,000 times the waters of the swimming pool welcomed the jubilant swimmer; thirty-two teams of men and boys played basket-ball, in which a total of 451 individuals took part during the seven months.

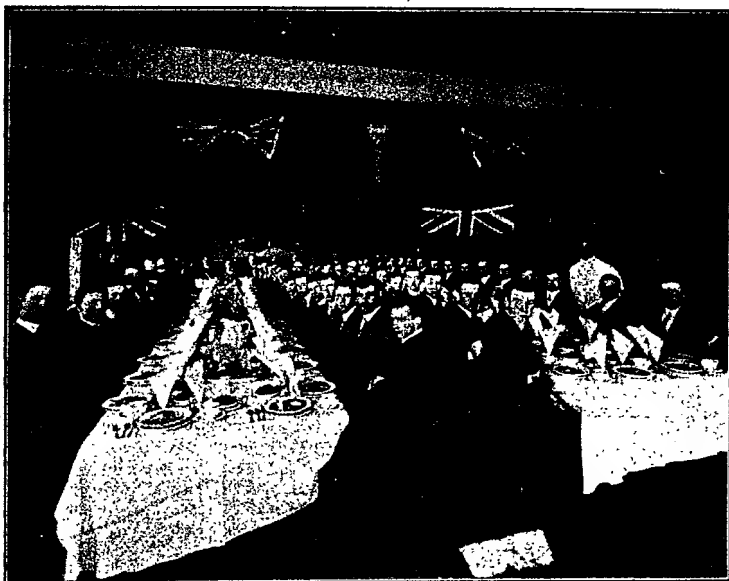
The boys camp at Beaver Creek gave health and hilarity to 43 individuals during last summer.

Forty-nine times in the twelve months groups of boys with their adult leaders hiked out of the city for nature-study or snow-shoeing.

In the educational department 32 magazines and period-

To the industrial worker the Y.M.C.A. offers all the experience of the years in solving the problems of their class. To the foreigner is extended help and sympathy in establishing himself in a new land.

To every class of the community the Y.M.C.A. is a question mark saying—"How can we help?" Around this institution are gathered hundreds of the best and brightest of the young men of Saskatoon ready to throw themselves into any program for the ennobling and befitting of the lives of men in this new city of the west. The personality of the Master Maa moves in our midst. Men of Saskatoon, the Y.M.C.A. is yours for service.



The Sunday Morning Breakfast—One of the "Y's" Popular Features



Rotunda of The Y.M.C.A.

Y. W. C. A.

Haven for Homeless Works Wonders For Saskatoon's Women and Girls.

Thousands Are Annually Given Aid By Efficient Heads Of Growing Institution
Which Has Been An Important Factor In The Development Of The City.

What the Y.W.C.A. Offers to Saskatoon Women.

- A place to meet a friend to leave a parcel or use the telephone.
- A place to write a letter or linger in the pleasant rotunda.
- A place to get a well cooked meal.
- A place where the business girl may rest awhile at noon.
- A place to be directed to rooms or to any part of the city.
- A place to get a bath or to secure the use of a sewing machine at a nominal sum.
- A place to secure employment or help.
- A place to join Bible or Mission Study classes.
- A place to find a helping hand when you need it most.

By Miss Stella Tuckey General Secretary.

THE Saskatoon branch of the Y.W.C.A. has been in existence for four years, having started in 1910 in a cottage on Fourth Avenue. The first secretary-matron was Miss S. Walker, Miss Tuckey, the present general secretary being the only roomer, while there was also accommodation for five or six transients.

Within four months the work had outgrown its quarters and after a temporary sojourn in the Macbeth block, it was moved to a larger cottage on Fourth Avenue, offered by Mr. J. F. Cairns. After six months a still larger house on Spadina Crescent was taken. This remained the headquarters of the Association until the present building was opened in April 1912.

The present block, is but the first instalment of a much larger building, which will be completed by adding a wing to each side.

Membership in the Association offers:

The privilege of belonging to an Association which stands for the highest ideals of service and unites all women of all classes in the common cause of womanhood.

Enrollment in all educational classes:—Physical culture, sewing, dressmaking, embroidery, music, literature, French, and English.

Use of circulating library.

Membership privileges in Associations of other cities and countries.

The Educational Department offers a class for teaching English—speaking, reading, and writing—to foreign girls and women, every Monday and Thursday evening 8 to 9.30.

The following classes are held during the year:—French, dressmaking, embroidery, Physical Culture and Recreation, Bible study.

In the reading room and library are found, nine weekly and monthly magazines, one weekly and two daily papers,

standard and classical novels, poetical works, new books on immigration and social problems, and lighter reading.

The object of the Strangers' Welcome Club is to give newcomers the opportunity of making the right kind of friends. The club meets every Wednesday at 8 p.m. Its activities include two invitation parties, talks on travel and the woman's question, evenings of story telling, recitations, music and games.

Rates at the boarding home are: Self-supporting girls, room and board \$6 to \$7 a week. Transients, room and board \$1.25 and \$1.50 a day, \$6 \$7 or \$8 a week.

Resident boarders are members of the Association and help in the work. One is secretary of the Strangers' Welcome Club, others are accompanists at the Song Services, meetings and Bible Classes, and have helped with the foreign girls' classes and the social side of the work.

The Dining Room is open to the public and 68,036 meals were served last year.

The Association owes much to its first officers—Mrs. John Ashworth, the first president to whose foresight and generosity is due the central site of the building,—Mrs. Walter Murray and Mrs. L. G. Calder who followed in that office and who are still on the board of directors, as are also Mrs. A. P. McNab, Mrs. H. D. Weaver, Mrs. R. Wilson, and Mrs. J. R. Wilson, the president. Among others who still maintain their interest, and who were active workers in the early days are Mrs. F. G. Sparling, Mrs. J. E. Holmes, Mrs. Elliott Gordon, Mrs. McLorg, and Mrs. Acheson.

The employment and information bureau which is now one of the largest for women only in the Dominion, was started in a small way in connection with Travellers' Aid work, by Miss Simcox, Anglican deaconess. On the organization of the Young Women's Christian Association in



MISS STELLA TUCKEY
General Secretary Y. W. C. A.

from May 1913 to May 1914, 1748 transients stayed over night or longer in the Association building. This is an increase of 634 over last year, and includes women and girls from the British Isles, Sweden, Denmark, Austria, Holland, Poland, Germany, Switzerland, Russia, the United States and all parts of Canada.

To secure office help no fee is charged. To secure women to do cleaning and washing by the day no fee is charged. To secure help in the house application must be made in person, the first time, and a registration fee of \$1 per annum is charged.

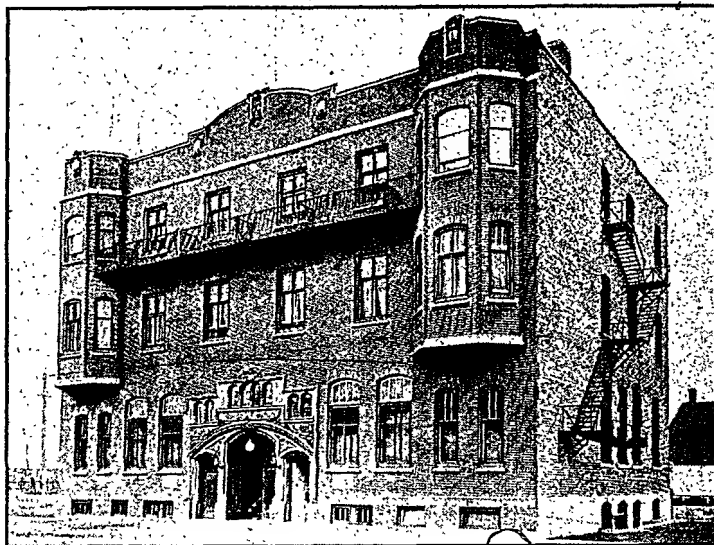
A fee of 25 cents is charged to non-members for obtaining permanent work. Last year, 863 obtained work 1182 applications for workers were received from registered employers and 1055 applications for work were received from girls and women.

The cost of the present building, including furnishings, amounted to \$50,000, towards which the citizens subscribed \$26,000 and of this some \$8,500 is still unpaid. There is at present a mortgage of \$19,000.

The house and dining room have been self-supporting, and until recently even showed a surplus which helped with the public work.

The public side of the work, which includes Travellers' Aid, Employment Bureau, social and educational work, is supported by membership fees, donations from the churches, local societies and a few of the leading firms and by special efforts of the Board of Directors and other friends of the Association.

A grant of \$1000 has been voted by the citizens to assist in the work and will be utilized to meet those expenses connected with The Travellers' Aid and Employment Bureau which are especially incurred on behalf of women and girls who are temporarily without funds.



The Saskatoon Y. W. C. A.

Saskatoon Miss Simcox merged her work in that of the Association and further helped by voluntarily continuing to meet the trains. In this Miss Jones of the Third Avenue Methodist church also gave valuable assistance.

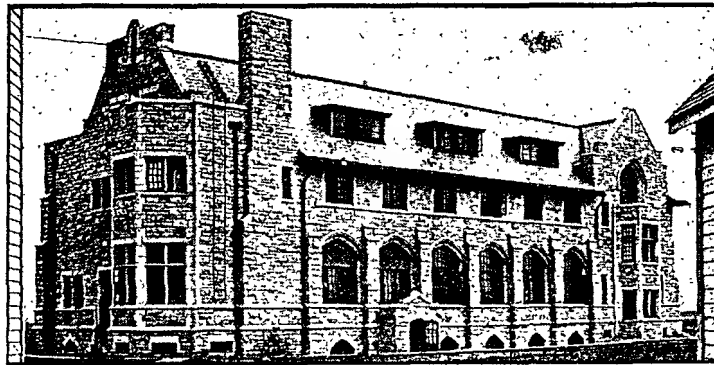
In Travellers' Aid Department 1824 trains were met

Emmanuel College Established in 1879, Prepares Many Young Men For Ministry

EARLIEST of the divinity colleges to become affiliated with the University of Saskatchewan was Emmanuel college, which at the present time has 50 students and a faculty composed of a principal and three professors. But the history of Emmanuel College dates much further back than the provincial university. In 1879 Emmanuel college was established by the Rt. Rev.

as was expected, and the university aspect was veiled for some years, and Emmanuel college became more distinctly an Indian school, till in 1906, seven young men studying for holy orders were gathered in Prince Albert, for a winter session, with the bishop and three clergymen as lecturers, and the Divinity College of the University of Saskatchewan was again in commission.

vince passed an "act establishing and incorporating an University for the Province of Saskatchewan," under the name of "University of Saskatchewan." In due time the University selected Saskatoon for its site, and set forth the subjects, for an arts course, and the synod decided to affiliate Emmanuel College with the new university and to move it to Saskatoon. This was done in September, 1909.



Emmanuel College, Saskatoon

John McLean, first bishop of Saskatchewan at Prince Albert. In 1880 Governor Laird opened the main building. The next year there were 12 missionary students and 18 collegiate pupils. A couple of years later an act was passed to establish and incorporate the University of Saskatchewan and the bishop of the diocese was the charter chancellor. But the province did not fill up nor the town multiply

In 1907 Ven. Archdeacon Lloyd brought his band of sixty catechists, and for them a yeathree years' course in theology was organized. Archdeacon Lloyd was appointed principal, and was assisted by five of the diocesan clergy during the three years. The buildings and equipment were temporary and very insufficient, but the course was a very full one. In 1907 the legislature of the province

For three years the work was carried on in temporary wooden buildings. In 1912 the present fine stone building was completed. At the last session of the parliament of Canada the name of the college was altered from "University of Saskatchewan" to "University of Emmanuel College," in order to avoid confusion with the provincial university.

Diversified Farming and Breeding of Blooded Stock Salvation of the Saskatchewan Soil Tillers

By W. J. Rutherford,
B.S.A., Dean of
Animal Husbandry



Sheep Grazing on a Producing Farm Tributary to Saskatoon

THE live stock industry in Saskatchewan in so far as it bears a relation to agriculture, is carried on by the rancher, by the grain grower in a limited way, and by the live stock man. The large ranches of the southwestern and western part of the province are fast disappearing owing to the fact that the land that they have occupied and that surrounding theirs, has been thrown open to settlement and the homesteader has come in and taken the best of it and the watering places. The rancher has been so disturbed by the grain grower that he has in many instances dispersed his flocks and herds.

Both sheep and cattle have been sold in thousands during the last three or four years until the range and the ranch are almost things of the past. Whether these vast, natural pastures should have been broken up is a question that only time can answer.

The suddenness of the change from ranching to grain growing, the high prices for meats and the lack of preparedness on the part of farmers to purchase stock for breeding purposes, has resulted not only in the dispersion of the herds and flocks, but also in their destruction to a great extent.

Careless methods of tillage, expensive labor and power, together with other economic causes, have rendered exclusive wheat growing less profitable than it was a few years ago. Quite a number of grain growers who saved money during the profitable years have invested a part of it, at least, in the erection of fences and buildings, the provision of a sufficient water supply, and have given a little of their time to making a shelter belt about the farmstead. Some of the savings have been invested in foundation studs, herds and flocks. Most of these are grade females with pure bred sires. In quite a number of cases the grades have even now given way to purebred registered stock. These domestic animals are kept as assistants to the wheat or grain grower. They furnish him with good meat at all seasons of the year. He has cream and milk of the finest quality. His table is furnished with good homemade butter. Fresh eggs and other poultry products are at his command at practically all seasons of the year.

They roam about over his fields and glean what would otherwise be wasted. Where his land includes creek and river bottoms and coulees they harvest the rich, nutritious grasses and convert them into high quality products which are stored up for future use on the farm or for the market.

In some of the older settled districts where wild oats and stinkweed have established themselves to such an extent as to prevent profitable grain growing, the animals render it possible for the grain grower to lay down part of his infested fields to some tame grass and they make use of it either as pasture or as hay. This is the basis for a rotation.

When summerfallow is plowed at the right time, early in June, and packed with rains and harrows and horses' feet, there always comes a nice green growth of volunteer grain and weeds. Sheep, brood mares and cattle take care of this growth and convert it into meat or milk and at the same time pack the fallow so as to furnish an ideal seed bed for wheat the following year.

The droppings of the animals while grazing and the manure made during winter applied to the meadows or pasture land make for larger crops of cereals and other crops.

If hail or drought comes, the animals afford quite a measure of relief, for their products may be readily exchanged for cash. When the better classes of animals

are kept on a farm, they attract a better class of farm labor—men who can be depended upon to work by the year until they have saved of their earnings enough to start farming on their own account. A house instead of a caboose is usually provided for such an assistant.

Then there are stockmen—quite a number—who are breeding and feeding live stock as a business. They till the soil to raise crops to feed to animals. Many of these are dairymen. They ship cream to a central creamery for the manufacture of ice cream or butter. The skimmed milk is kept at home and fed to calves and pigs.

The northern and northeastern parts of the province with more rainfall and more luxuriant pastures are at present producing not only dairy products and hogs, but also a good class of beef cattle. This latter class of cattle should be produced here in much larger numbers in the near future in order to supply the farmers of the southern

Educational work has been carried on with a view to improving the dairyman so that he will breed, feed and manage his cattle for profit and so that he will give more attention to the care of his milk and cream. "Quality" should be the watchword for Saskatchewan dairymen.

Hogs have increased at an enormous rate. A careful estimate places the number of hogs to be marketed from Saskatchewan this fall and early winter at 400,000. This class of stock can be grown at comparatively small cost. The brood sows can be wintered in cheap structures, straw sheds or under straw piles, and fed out of doors. Young pigs after weaning can be grown quickly on a ration of shorts and finely ground barley or sifted ground oats with a run or a green crop such as oats and peas; oats, wheat and barley sown early in spring; winter rye sown in August previous; and rape sown in early June. Alfalfa makes a good green feed for both pigs and sows.

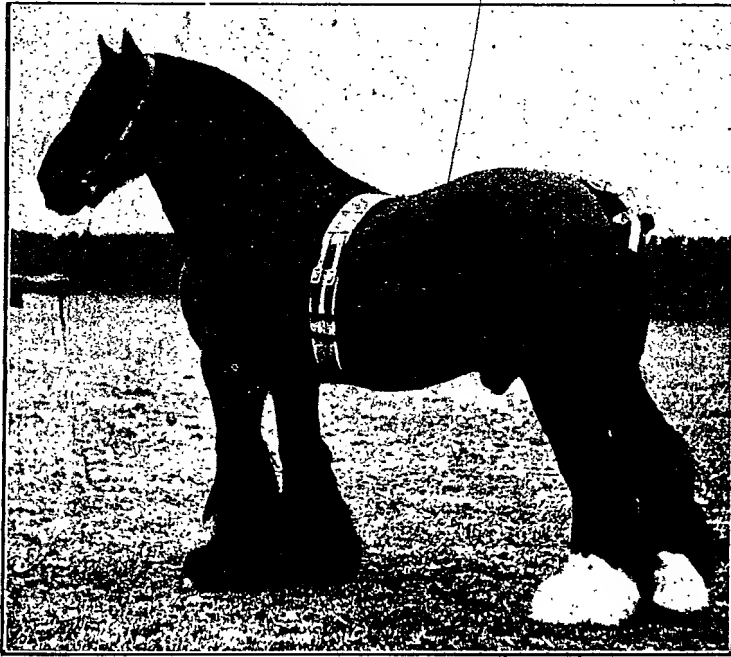
Through the efforts of the Live Stock Commissioner of the Provincial Department of Agriculture, several thousand grade ewes from the ranges have been conserved and distributed to farmers to found breeding flocks. Many carloads of wethers have been secured in the same way for farmers who wished to use them to pack their summerfallow and keep down the green growth that is bound to come after proper tillage, or to glean the stubble fields in the autumn and early winter.

Cattle have fared worse. Very few of them have come to the farms. The slaughter house got most of them. It is hoped that of those that still remain, at least the good females, may be secured and retained in Saskatchewan to form the foundation of grade herds.

The horse ranches, too, have been decimated. Only a few of the better managed ones remain in the vicinity of the Cypress Hills and north of Maple Creek. Horse breeding is carried on extensively throughout the older settled districts. Saskatchewan has a number of Clydesdale breeding studs, the equal of which cannot be found in Canada. The farmers generally manifest a very intelligent interest in the matter of horse breeding. Unsound and poor conformation sires are fast being weeded out of the more progressive districts. Quite a large number of the municipalities in the older settled parts are included in the licensed stallion district. The draft horse must continue to play an important part in prairie agriculture.

The marketing end of the meat and egg producing industry is not at all satisfactory. The producer has to depend upon the abattoirs at Winnipeg, Calgary, Edmonton, Toronto and St. Paul. The haul is too long and the shrinkage too great. The middleman and the transportation company have exacted too heavy tolls. The live stock produced here has been shipped to out side points, killed and the dressed carcass shipped back to be consumed at the points from which they were originally sent. This is expensive for both producer and consumer. A sane, safe, stable agriculture is one where all branches of live stock are maintained in a high state of efficiency. Steady, stable markets will induce many more farmers to engage in live stock production.

In order that the market may be made the best possible for both the producer and consumer in Saskatchewan, it is being urged upon all who have the best interests of the future development of the province at heart, to further the cause of co-operative marketing and of a system of co-operative abattoirs.



Type of Horse Being Raised by W. C. Sutherland

part of the province with two-year-old steers for winter feeding.

Oats, barley and screenings, oat sheaves, oat straw, green cut barley, hay and alfalfa, will furnish good grain and roughage. These, together with good water and a little salt, should produce economic grains on well bred steers.

In some sections, water is scarce. In such districts the water can be furnished by feeding large quantities of turnips and mangels. These can be grown in large quantities on well summerfallowed land and following them a good wheat crop can be produced.

Dairying has increased so fast during the last two years that now nearly all our cities and towns have an abundant supply of milk and cream. Co-operative or other creameries are being organized at strategic points to take care of the cream and manufacture it into butter.

The Live Stock Branch of the Department of Agriculture has assisted farmers in procuring dairy cows from Ontario and Quebec.

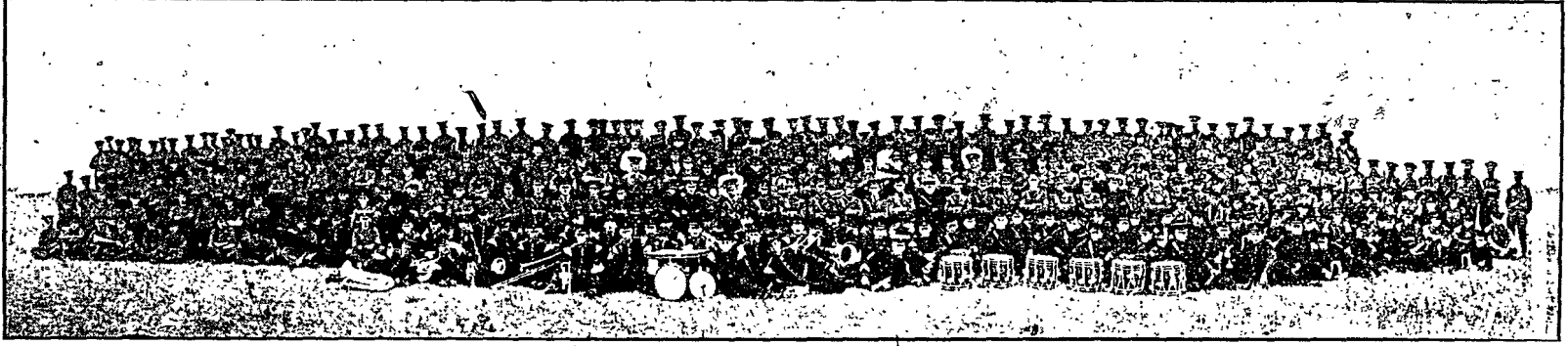


Yorkshire Thoroughbreds on Farm of W. C. Sutherland



Farmers are Devoting More Attention to Breeding This Type of Cattle

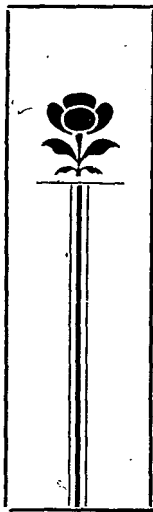
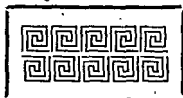
THE SASKATOON GARRISON



The 105th Saskatoon Fusiliers City Corps, 450 strong, as they appeared at Sewell Camp 1914



Lt.-Col. A. DULMAGE, O.C. 105th Saskatoon Fusiliers



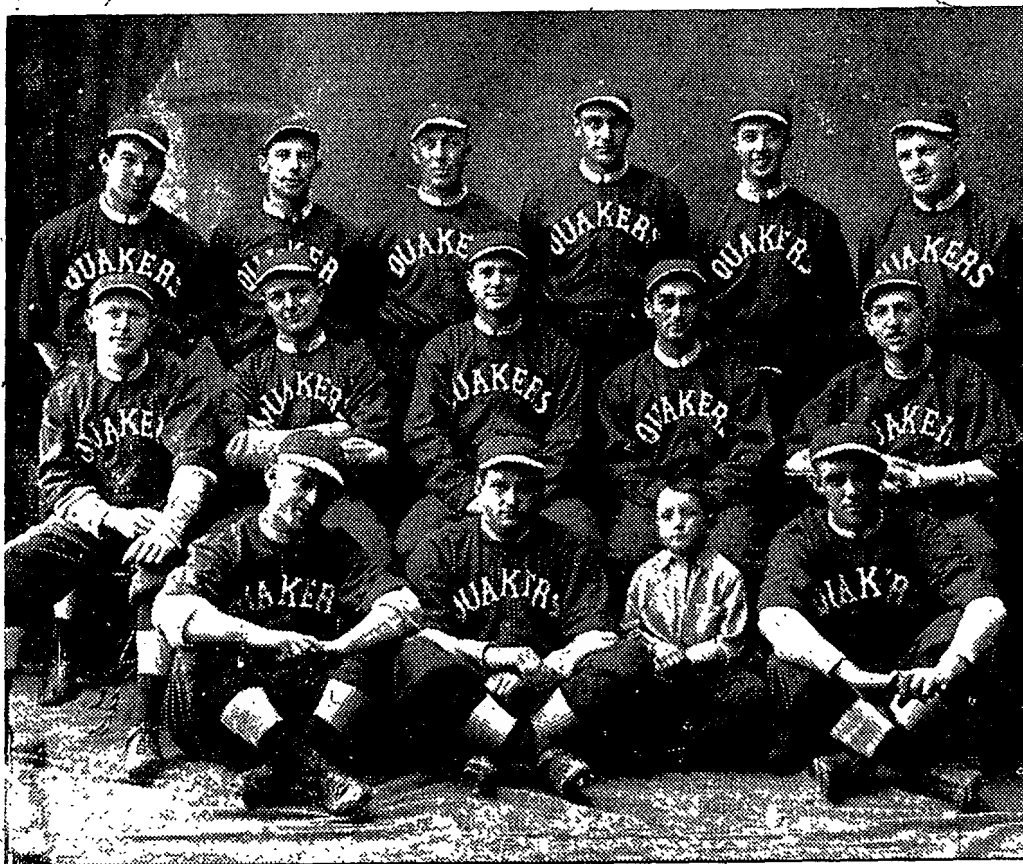
Lt.-Col. J. A. AIKIN, O.C. 29th Light Horse

SASKATOON has been a young man's town from its beginning. It is not surprising therefore that there should be a keen interest in military affairs in this city. The two regiments are the 105th Saskatoon Fusiliers, an exclusively local city corps, and the 29th Light Horse with Regimental Headquarters in this city, recruited largely in the rural districts. The 29th was organised in April, 1911, and the 105th in May, 1912. Previous to that there was a squadron of the 22nd here and two companies of the 95th Rifles, but a growing military spirit and increasing population warranted the organization of two new and distinct corps. A fine Army building is to be erected at the corner of Third Avenue and Spadina Crescent.



The 29th Light Horse, Headquarters at Saskatoon; Four Squadrons, Saskatoon, Allan, Kindersley and Prince Albert.

QUAKERS' PENNANT WINNING CLUB MAKES UNUSUAL RECORD



Cadreau P. Beer P. Wilson, R. F. Northrop P. Kallio P. Chick B.
Collins P. Harley C.F. Hurley 1 B. Harper S.S. Walters C.
Grover 3 B. Mills, L.F. Hurley M. Flanagan C.

Professional Baseball Well Supported by Saskatoon Fans

By JAS. COCHRAN

PROFESSIONAL baseball in Saskatoon has had an uphill fight but by no means was this due to lack of support by the local fans, the fault seemingly being with the league for the first few seasons and it was not until last year that professional baseball enjoyed real success in this city.

The first professional team to represent this city was formed in 1908 but at that time the team was not in any league and the project was purely for advertising the city. In that year Fred McKinnon gathered a number of professionals, two of whom were local players. He journeyed to the states but the trip was a failure financially.

In 1909 Saskatoon entered the Western Canada Baseball league for the first time but not until the season was half over. The city entered when it was found that the Medicine Hat club could not finance its team, and President Eckstorm offered the franchise to this city. For a while Player Bennett managed the team and was later succeeded by Whisman who is now with the Moose Jaw club. Whisman was a pitcher at that time and a good player.

In the spring of 1910 it was thought that there would not be a place for Saskatoon in the W.C.B.L. and it was not until 10 days before the opening of the league that a franchise was offered in this direction. At that date the local club did not have a team as it did not reserve players from the previous season.

The club wired to Frank Willie, now of the Daylight theatre but who was at that time in New York State and in four days he had a team gathered together. By fast travelling the team landed in Calgary on the morning of the day when the league was to open and took the field without having had any practice.

The club was up against it for players although Willie did everything possible to bring the team up to the strength of the others in the league. In midseason he resigned and the team was managed by Allan who was playing second base at that time. That season was unsuccessful but Catcher Carney was sold to the Chicago White Sox. The promoters lost about \$7000 on the season.

One of the players at that time was Botteroff, who is now with Regina. Toward the end of the season good players joined and Aloverett was the class of the league as a shortstop.

Miller was also a good pitcher and the club that year had loaned to them by the Milwaukee club Pitcher Pennibaker and Shortstop Daubert. Both turned out to be good players.

Brandon and Winnipeg were in the league that year, the pennant being won by Moose Jaw which was managed by Bill Hurley, the present manager of the Quakers.

Fornier who is now with the Chicago White Sox was on the winning team that season as well as Pitcher Naverson.

The following year Lethbridge dropped out of the league and there were no Saskatchewan teams in it. It was made up of Calgary, Edmonton, Red Deer and Bassano but the season was the most unsatisfactory and disastrous in the history of the league.

In 1913 special inducements (financial) were made to Medicine Hat and it was again made possible for six teams to enter the race, the clubs being the same as this season. The league was successful last year but the feature of interest to western fans was the development of the Saskatchewan end of the circuit. Previous to the last two years Calgary and Edmonton were leading cities of the league but Saskatoon, Regina and Moose Jaw have gathered strength in interest and attendance while the development of the Medicine Hat club is remarkable.

President Fleming has been associated with the league almost constantly and was one of its organizers.

The season last year was divided, Saskatoon winning the first half and Moose Jaw the second but owing to difficulties at the end of the season the post series was not completed.

The present year has been the best the circuit cities have known and with the exception of Calgary, where the attendance has been bad, the clubs should break even financially. The Quakers at Exhibition time were leading the race after making a flying start.

Curling Is Popular Winter Sport—Competition Keen

CURLING has always been and always will be the chief sport of this city during the long winter months and while it must be admitted that hockey holds sway with a certain number of the lovers of ice sports curling attracts larger attendances than its rival, hockey. The sport is gathering a larger number of followers every winter and last winter demonstrated that the game is becoming more popular each season. With the fine big rink we have now, with 11 sheets of ice there is no reason why Saskatoon should not take an important place in the curling world.

Already there have been nine annual "spiels" held by the Saskatoon Curling Club but none were so successful as that which opened January 21st this year. Altogether 83 rinks entered. The interest was at fever heat throughout and not until the final minute did the large crowd of spectators at the rink leave. Among the winners were several local curlers while many prizes were carried to Winnipeg and other points, but not until they were well played for. All round it was one of the most successful bonspiels held last winter. Among the prizes set up for co-competition were the Clinkskill, Hopkins, Royal, Grand Challenge, Curling Club and Citizen's trophies. Already the members of the local club are beginning to plan the big time the coming season.

Saskatoon's First Lacrosse Team

SASKATOON'S first lacrosse team won the championship of the Saskatchewan valley Lacrosse League in 1905 defeating an all star combination of Prince Albert and Rosthern for the honors. The line-up shows some prominent local men.

P. H. Currie was the referee. The Saskatoon Phoenix report of the game says—"Saskatoon played a well balanced game no part being weak. Love, Stephenson and Harrison were almost invincible. Milden and Ashley always picked the loop-holes in the defence and found the enemy's goal repeatedly. In this they were backed up by Dave Currie, Peterson and that sprinter Bingham."



Reading from left to right on the top row, and back from right to left on the second row the players are: Love, Dr. McKay, D. Currie, Harrison, Dr. Bell, Stephenson, W. W. Ashley, Bate, J. F. Cairns, Bingham, Mildew. At the bottom are Dr. Peterson and Graham.

Tennis Tournaments Increase Interest In Court Sport.

IF anyone doubts the rapidly increasing popularity of tennis in Saskatoon, let him or her take a walk round the city and visit some of the stores where tennis requisites are sold. They will all tell you the same thing; never before have so many tennis rackets and balls been purchased and never before have so many nets been sold. And then stroll round and note the number of private courts and private clubs scattered thickly on both sides of the south Saskatchewan river. It is not in quantity alone that Saskatoon stands out amongst other western cities. At the big tournament held at the City Club in June, lovers of the game who were there every night, many of them old players, were frequently heard to remark upon the number of competent and even brilliant competitors and there is no doubt whatever that the representative of the City Club who are going to Prince Albert to compete in the Provincial Tournament, later in the season, will make a great fight for championship prizes.

The City Club which is the oldest and largest club in Saskatoon is now enjoying the most successful season of its career with 104 courts. The first Annual Tournament held during the latter part of June proved so great a success that there will in all probability be a second tournament run on similar lines later in the season, when the Silver Cup given by Mrs. F. E. Harrison for the ladies singles championship will be competed for.

The teas served at the new Club-house on Saturday afternoons by the Lady members have added to the success of the club from a social standpoint, and are greatly appreciated by the players.

On Dominion Day an American tournament was held and the courts presented a remarkably animated appearance from ten o'clock in the morning until dusk.

Later the players and their friends adjourned to St. Johns Hall and finished up a most enjoyable day with an informal "Flannel Dance."

Arrangements have been made to play a match against the Prince Albert Club later in the summer at Prince Albert.

So far the president, Mr. S. Woodcock, and the executive committee have had every reason to feel satisfied with their endeavors to make the club a success, and it is hoped that next year the club will be in a position to have two more Courts and so be able to accommodate the many new members who are anxious to take up the game.

Hockey, Whirlwind Winter Sport, Is Favorite Pastime

A MATEUR hockey in this city is still in its infancy. It is expected that the coming season will show unusual activity in hockey circles, providing a rink is built to replace the one burned some months ago. Three years ago professional hockey reigned in Saskatoon, and large salaries were paid to players. The winning team went to Winnipeg to compete for the Stanley Cup.

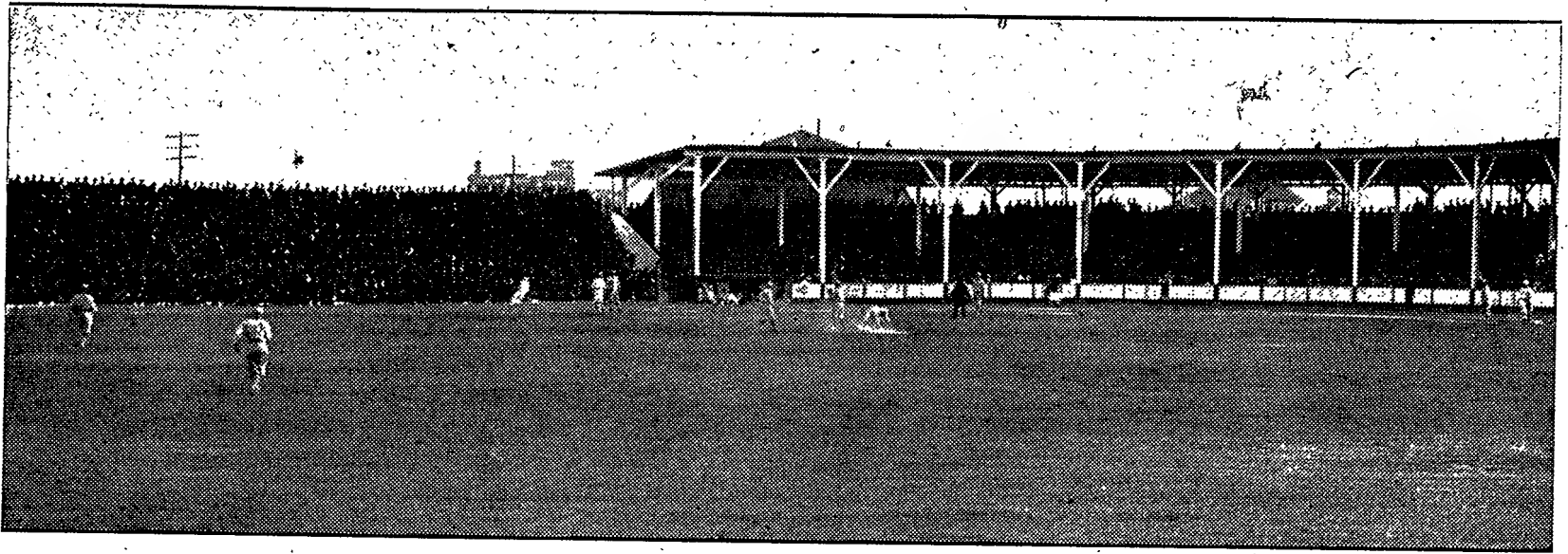
In 1912 the Saskatoon team lost to Prince Albert. Last year the Rjays and the Saskatoon teams were the representatives in this section of the S.A.H.A., a five-team group, Prince Albert, Humboldt, and Battleford being the other teams.

Battleford won, but the race was close, the result depending on the outcome of one game.

The city league last year had a good season, there being four teams in the race, the Bankers, Sutherland, University and Greenway's Pets. The latter team won the Mitchner trophy.

Hockey is being encouraged in the public schools.

Saskatoon Is Sport Centre of Saskatchewan



Scene at the Opening Game of the 1914 Season at Saskatoon's New Ball Park. Attendance 7,000

ASSOCIATION football has been successful in Saskatoon. It was played previous to 1907, but in that year the Saskatoon Football association was formed, and enthusiasm has increased annually. In 1907 games were played between Nutana and Saskatoon and keen rivalry existed.

Three years later football was put on a sound footing by the formation of the association. A four-team league was formed, including Saskatoon, Young Liberals, Maple Leaves and Nutana.

The Saskatoon club won, and with two or three members of other teams represented the city in the provincial championships. "Cis" Randall made his first appearance in local football circles that year. Russell and Archibald Wilson at this time presented the Wilson trophy which has been fought for each year, and which now is the trophy for which the present league teams are fighting.

The year 1908 saw six teams in the race: Y.M.C.A., Thistles, Christ Church, A.Y.P.A., High School, and Young Liberals. The Thistles were the victors. Followers of the game today who were in the league at that time are "Bobbie" Middleton, "Billie" Graham, George

Thompson and George Taylor. In the same year Saskatoon won in this division in the provincial championships.

In 1909 the league still had six clubs, but Sutherland and Nutana replaced Christ Church and High School. The Young Liberals were winners in that year, and among their players was "Ted" Randall, who is still active in the league. "Billie" Watts also played in those days along with R. J. Jeffs. The local team won their division of the provincial championships that year. "Cis" Randall again captained the Saskatoon eleven. J. C. Bell was president, and "Happy" Boreland was secretary.

In 1910 Mr. Bell was again elected president. Five clubs were in the race in this year, and there was great rivalry between the Young Liberals and the Sons of England, the Sons eventually winning. R. J. Jeffs was referee at practically all the games. Prince Albert won the provincial honors that year.

In 1911 the Sons of England again headed the league, and this time they won the provincial shield. In this year the famous Corinthian football team of England visited this city

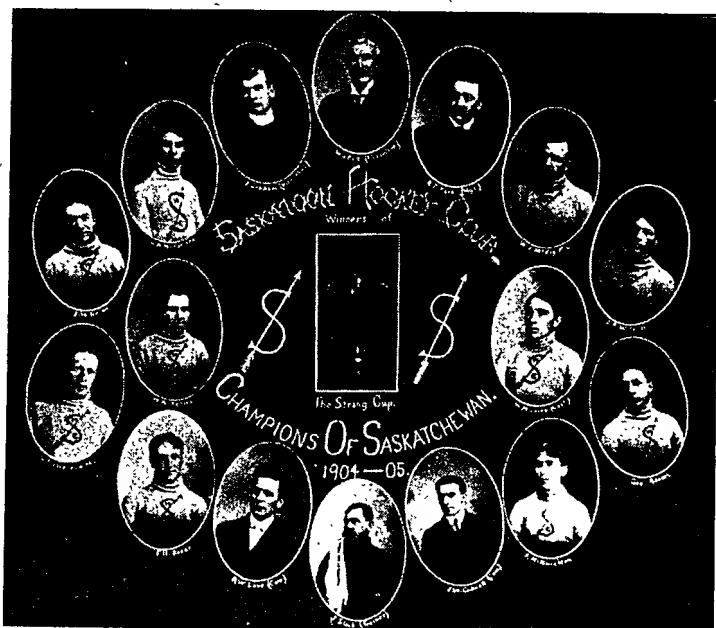
and won 9-1. The Rev. R. W. Pullinger was president.

The next year the local eleven again won the provincial honors, and journeyed to Winnipeg to take part in the people's shield competition, but was defeated by Lethbridge. In this year the Caledonian F.C. was formed, and won the S.F.A. Dr. J. A. Valens was president of the association.

Last year was notable in the association's history. Twelve teams entered the league, and after 132 games were played the Thistles were proclaimed the winners, after a keen competition when a point or two meant much. The Callies were hard contenders. It was decided that year to break away from the Saskatchewan association. Alderman Andrew MacDougall, the honorary president conceived the idea of a Charity Cup competition, and at the games \$375 was realised for charity.

This season the league has been successful. The Thistles won the first half of the schedule with the S.O.E. second. The old ball park on Second avenue was used along with the city park. President W. A. Gardner fills the chair in a creditable manner, while the duties of secretary are being well filled by A. Cooper.

Y.M.C.A. Sports Produce Better Bodies and Stronger Minds



FIRST HOCKEY CLUB OF SASKATOON

The team here presented represented Saskatoon during the season 1904-05 and carried off the premier honors of the province, winning the Strang Cup. The names of R. W. Love, W. J. Bell and J. Graham appearing in all the early pictures. It is noteworthy that the town was less than two years old when it produced a championship team in both hockey and lacrosse.

Reading from the left around the circle: I. W. Iveson, George McFarlane, J. Graham, W. J. Bell, R. P. Parks, Dr. W. J. McKay, J. B. Wilson, George Adams, P. McNaughton, J. W. Cadwell, J. Stack (trainer) R. W. Love, F. H. Baker, Dr. G. R. Peterson. Inside the circle are W. W. Ashley and W. M. Laing

SINCE the opening of the Y.M.C.A., a little over a year ago, sport in Saskatoon has taken a turn for the better, and now this city ranks as one of the best sporting centres in western Canada. With such capable men as are found at the local institution, at the head of leagues, the various branches of sport have received careful attention.

Shortly after the new building was opened

the first field day was held, July 1, last year. Since that time all branches of sport have increased in popularity. In addition to this the provincial championships were run off in this city under the auspices of the "Y," September 13, visiting competitors being more than pleased with the treatment received at the hands of the local sportsmen.

Saskatoon boys were successful at this meet.

Among the winners were P. Pepler, 10 miles; T. A. Dimock, 5 miles; W. Blott, 16-lb. shot; Ivon Tinkess, 56-lb. shot; and Ralph Chandler who won the 220 and 440 yard dashes. T. A. Dimock won the Herald 5-mile race at Prince Albert last year.

The local "Y" contains the governing boards for nearly all the local sport bodies, and also several provincial officers. The city amateur baseball league, the Sunday school and church athletic leagues, the C.L.A., and the S.A.A.A. boards contain members of the "Y" staff, and Secretary A. Eustace Haydon was president of the Saskatchewan Hockey association last year. These officers have brought the local "Y" into the limelight, and it is due to their work that sport in this city has reached the pinnacle attained.

A swimming club was formed last year, and had a successful season.

There are eight basketball leagues, with 32 teams, on which 232 men and boys are enrolled. Five teams played indoor baseball, while four teams with 98 players took part in volley ball. Two bowling leagues were active with 11 teams and 77 players. A good showing was made for the first season in boxing and fencing, 40 men being enrolled in this class. Canadian efficiency tests were given 142 boys.

One of the splendid features of the "Y" sport department is the attention paid to sports outside the building. The church and Sunday school leagues, which have taken such a hold on the youths of the city, were organised this season by the "Y." There are 411 men and boys enrolled in these leagues. At the association's gymnasium during the past season, there were 462 classes held, with an attendance of 10,179. Three leaders corps were formed, with 28 men and boys acting as voluntary instructors.



M. C. GEARY & COMPANY

Wholesale Distributors of Fine Wines and Liquors, Cigars
and Supplies for Hotels and Clubs



SASKATOON'S claim to being the distributing centre for northern Saskatchewan and a large portion of the southern part of the province is fortified by the fact that no city in the west is better equipped to serve a large and growing population.

From the outset Saskatoon began building permanently, and building well, and its business houses attest the success that has followed this evidence of progressiveness. Especially is this true of such big distributing concerns as M. C. Geary & Company, wholesale liquors, cigars, and hotel and club supplies.

This house was established in September, 1913, in a strongly competitive field, by Mr. M. C. Geary, formerly partner in Geary & Mulligan. From the outset Mr. Geary began stocking goods that required no argument to dispose of, and at the present time his business has grown to one of the most important of its kind in the province, and the stock cannot be surpassed in any centre where first-class goods are in demand.

From the famous cellars of Europe and domestic wineries a stock of fine wines has been drawn, and every brand of spiritous liquor that has established itself in public confidence and approval may be found on his shelves and in his ware rooms. These goods are brought in in large quantities, affording out of town patrons opportunity to secure complete stocks at short notice, and upon terms unequalled anywhere in the west. The stock approximates ten thousand dollars in value, and through connections with the distilling and importing centres the goods are secured at prices that appeal to the purchaser.

The cigar trade is served from goods that have withstood the test of public trial, and have

become established as standard throughout the Dominion.

In addition to serving a large wholesale trade, Mr. Geary has built up a big family trade



M. C. GEARY

requiring the service of two wagons. Having only those goods guaranteed for purity and excellence of blend, they are readily recommended to the home and medical trade, physicians

readily subscribing these goods where stimulants are necessary.

The handsome store at Twentieth Street and Avenue B is a place where ladies may trade and receive every courtesy from obliging clerks, and each order will be filled accurately and delivered quickly to any address in the city.

Large quantities of goods are carried in the bonded warehouse, as well as the large stock on the first floor of the premises occupied.

The stock of beers includes local brews as well as every brand of fine imported malted beverages.

In selecting his assortment Mr. Geary has provided for supplying hotels, clubs and private sideboards with everything entering into the mixing of fancy drinks, including bitters, cordials, aerated waters, tonics, etc.

One of the factors which has entered into the success of the Geary liquor company is the work of the associates of Mr. Geary, M. H. Keith, a popular liquor expert, who has enjoyed years of experience in the business, being formerly associated with the management of the Flanagan Hotel in Saskatoon, is the popular manager of the business. His long years spent in the Canadian west have given him a wide acquaintance.

Mr. J. A. Stirling, of Humboldt, a pioneer of the western portion of Canada, is Mr. Geary's partner in the business. Mr. Stirling is one of the best known men in his line in the province. Mr. Geary and his associates are men of public spirit, and believe in finding their field and then entering it for the good of themselves and the community in which they are located. In public matters they at all times aligned with the most progressive element.

Mammoth Government Interior Storage Elevator At Saskatoon Nearing Completion

THE elevator is to have a capacity of 3,500,000 and will be larger and have most modern equipment obtainable.

The elevator will cost about \$1,250,000, and it is expected will be able to handle grain on December 1, 1914.

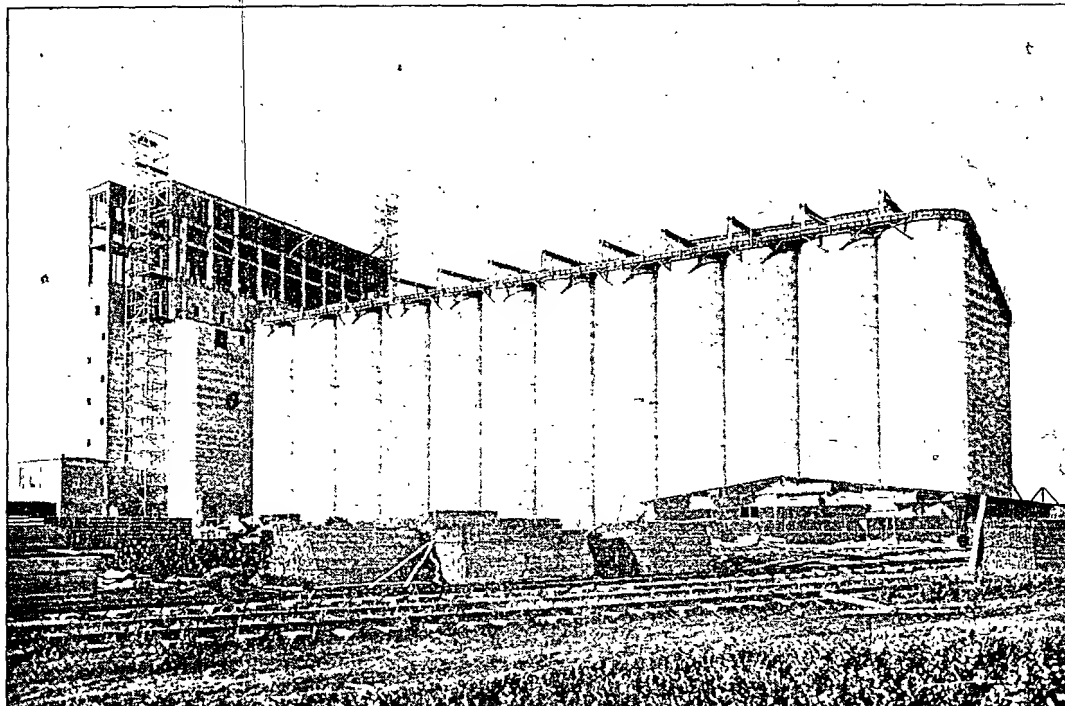
The work house portion of the elevator will have a total capacity of 500,000 bushels. In it are provided adequate facilities for cleaning and separating wheat, oats, flax and barley. A drying plant having a capacity of 24,000 bushels of damp grain per day is installed in a separate building adjacent to the elevator.

The elevator is provided with spur connections with the Canadian Pacific, Canadian Northern and Grand Trunk Pacific railroads. An extensive railroad yard is provided at the elevator site to provide storage for a large number of cars. Separate storage tracks are provided for each railroad to prevent mixing of cars between the different roads. The receiving capacity of the elevator is 13 cars per hour and the shipping capacity about 24 cars per hour.

The elevator is of reinforced concrete material throughout, absolutely no wood or other inflammable material being used. The machinery is electrically driven, a separate motor being provided for each machine. Power for

the elevator will be purchased from the city of Saskatoon, and will be transformed to the required voltage in, and distributed to the different parts of the elevator from a transformer house adjacent to the work house.

About 9,000 piles have been used to provide a foundation for the elevator. The building itself covers a ground of 175 feet by 460 feet. The roof of the work house is 180 feet above the ground level. The work house contains 112 separate bins and the storage 150 separate bins. The large number of bins will permit the separate binning of individual shipments, thus preserving their identity in the elevator.



Interior Storage Elevator at Saskatoon, Under Construction for the Board of Grain Commissioners

—Photo by Anderson



Women's Clubs



By MISS IRENE MOORE.

NO better workers for philanthropic causes are to be found anywhere than the women of Saskatoon. Not a single charitable organisation has fallen to the ground because of the increased difficulty of financing them during the last couple of years. The women merely worked the more faithfully for their chosen charities.

A sketch of the women's organisations cannot include mention of all the church ladies' aids and missionary societies, though these have large memberships.

The Humane society and the Children's aid usually show a larger attendance of women than men, and the former has a lady as president, yet in both the work of the men is indispensable.

Of the representative and strictly women's societies the W.C.T.U. is probably the oldest. Mrs. W. H. Cleveland is the president, and the largest undertaking they have on their hands is the support of a shelter and rest home for unfortunate young women.

The Victorian Order of Nurses, whose president is Mrs. J. A. Little, comprises many of the members of the earlier Hospital Aid society. The V.O.N., which receives support from the Military Chapter, I.O.D.E., engages a trained nurse, whose services are available for women who cannot afford to pay hospital fees, nor a nurse's entire wages during the time they most need care. The V.O.N. nurse goes from home to home, spending an hour or two with each patient daily. If the patients can pay part of the expenses of the care, so much the better for the order.

The Young Women's Christian Association would be sadly missed were the directors to be translated without warning. The association began in a small way several years ago, renting a cottage where young women could secure



meals, and information about employment, and where sleeping accommodation was arranged for a few.

The work has steadily increased, and now the Y.W.C.A. home is known to hundreds. Travellers' aid work and educational classes are features of the work taken up. Mrs. James R. Wilson is the president, and Miss F. S. Tuckey the general secretary.

The Aberdeen association has worked quietly and faithfully for half a dozen years at the task of supplying the best of literature to homesteaders who have not the facilities for getting books and magazines during their first years of prairie life. Many appreciative letters are received from women who have had their loneliness pleasantly broken by the coming of the fortnightly bundle of literature. Mrs. H. L. Jordan is president of this organisation which supplies 75 shacks with reading matter. Each of the 75 members passes the magazines on to neighbors.

Mrs. Wiggins, the former president of the association, furnishes a library free, where the parcels are prepared for mailing. The honorary presidents are Mrs. Fred E. Harrison and Mr. W. A. Macleod.

The Women's Musical club, while limited in its membership, has done much to promote the serious study of music among members, and this year they donated medals for the prize-winning ladies' trio at the provincial musical festival.

Most varied are the activities of the four chapters of the Daughters of the Empire. The chapters have each been taking up whatever branches of patriotic and philanthropic work they were most interested in. This organisation plans to unite in some line of endeavor which appeals to all, such as the support of a day nursery or a children's home. Hospital work, the V.O.N. work, the Humane society's interests and many other branches of public welfare work have been given a helping hand by the Daughters of the Empire. Mrs. George E. McCraney is regent of the Municipal chapter.

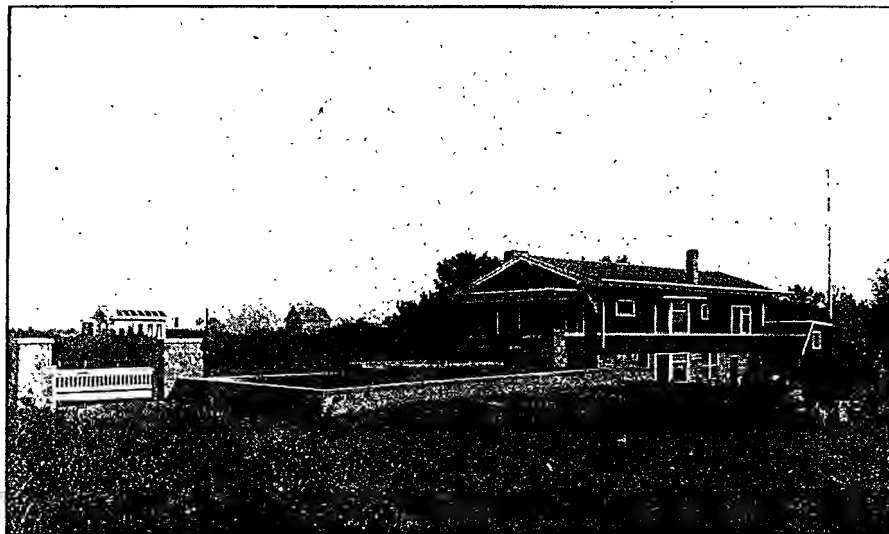


Saskatoon---A City Of Substantial Homes



ONCE upon a time men came to Saskatoon to make their little pile of money, on the very solid understanding with themselves that when it was made they would carry it away to some more finished city of the east or south to be spent. But as the months passed this keenness to make their homes in some far-off grown-up city wore away. Kipling tells how it happens on the prairie, or round a prairie town.

In many cases the affections became entangled with the beauty of the river-bend, the folk who had come from a hundred older cities, or the glory of autumn prairie days, and it became the most natural



"Afternoon Lodge," The Bungalow Home of A. Bowerman

thing in the world to make the home here.

Those who did not come under the spell so far as to wish to spend all the year round in Saskatoon arranged a trip to the south for the winter months, a visit among the Rockies in mid-summer, or a fortnight at some lakeside in the early autumn. And whether the holiday was spent in Los Angeles, on the Saguenay, or beside Lake Manitou, few have expressed any unhappiness over returning to the Wonder city. Not all can say "This is my own, my native town." But they quote rather, "Now I possess and am possessed of the town where I would be."

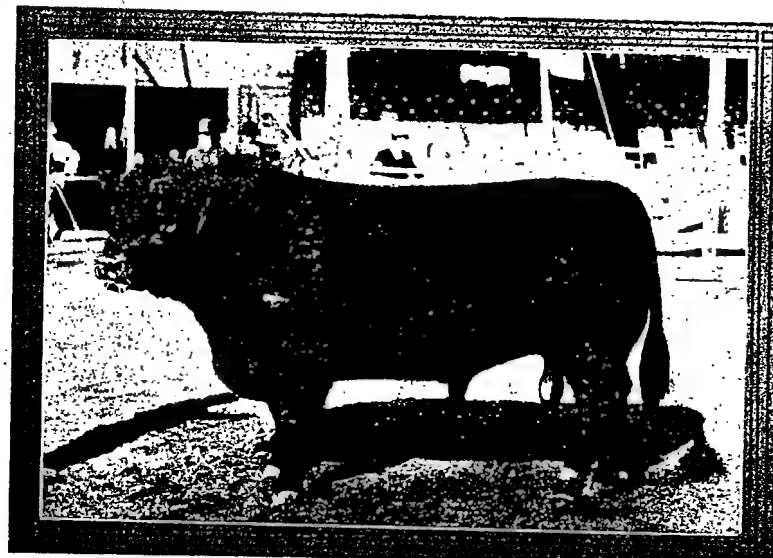
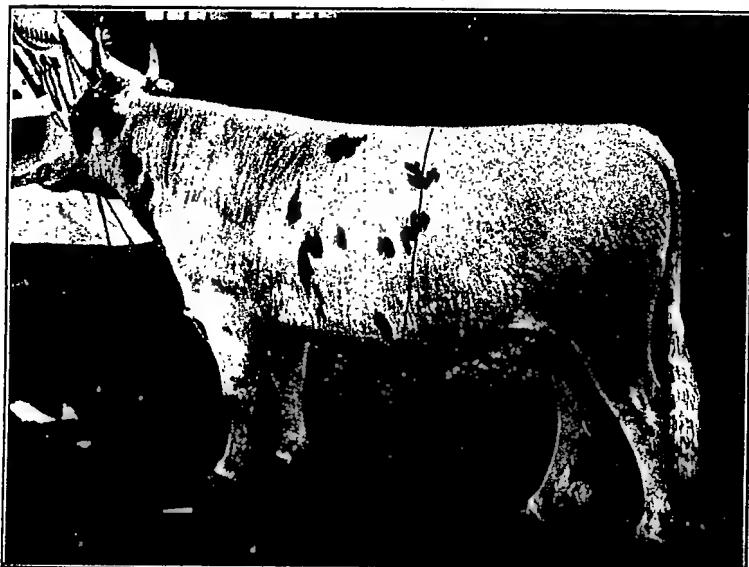
Dairying, Diversified Farming, and Strict Attention
To Feeding Systems Aid Status of Modern Farmer



Holstein Dairy Cattle Bring Dollars to the Coffers of Canadian Farmers.

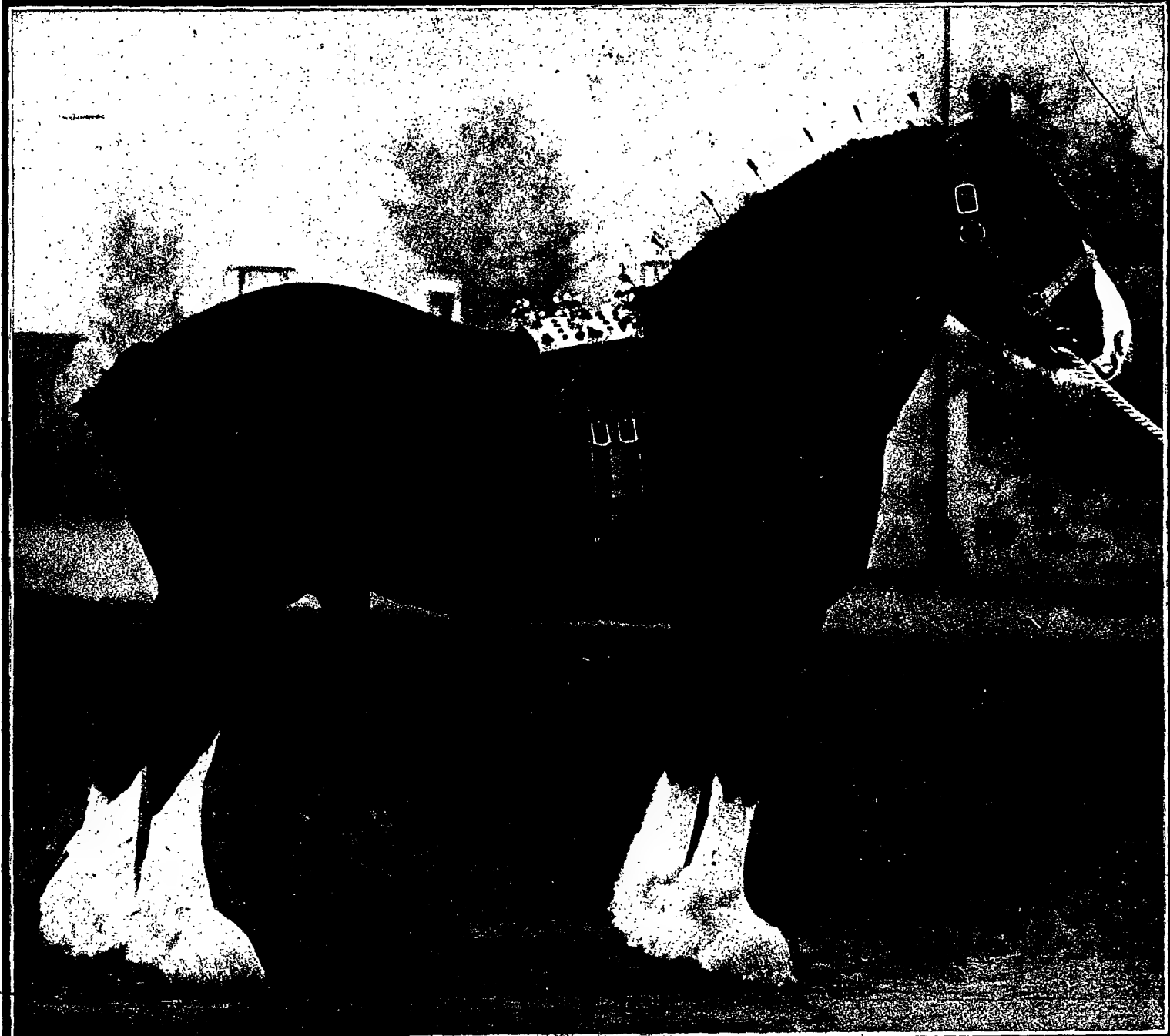


A Happy, Healthy Family in a Saskatchewan Barnyard.



Cattle Capable of Producing Profits Found on Farms in the Fertile Saskatchewan District.

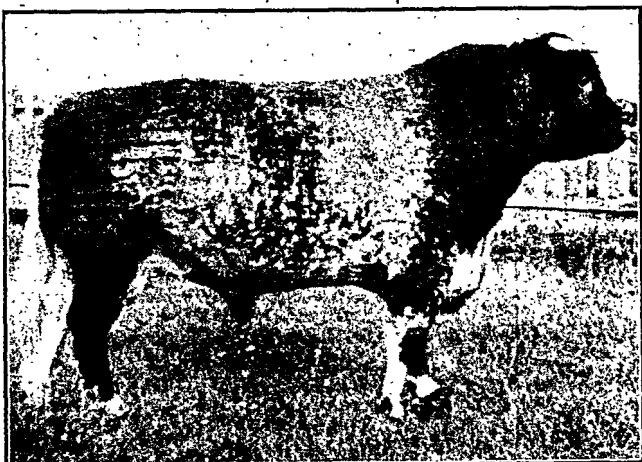
Saskatchewan Farmers, Schooled by Experience, Displace Poor Stock by Breeding Blooded Animals.



Pure bred horses, sired by proven stock, are today being used on Saskatchewan's farms.



Farmers of the province are devoting more time and attention to breeding horses and cattle of the preferred type.



The beef demand is beyond the supply in the Canadian West.



Draft horses on a Saskatchewan farm.

Efficiency Is Keynote of Work of Saskatoon Fire Department



CHIEF THOMAS E. HEATH

IN 1909, the Saskatoon Fire Department consisted of only 13 men with two rigs occupying only one hall. Now, the department has three halls with 36 men and eight rigs, including the most modern types of fire protection machinery. At present the department possesses 7,400 feet of hose, 4,000 of which is carried on the rigs ready for use. This hose is tested every year to a 250 pound pressure, although the normal pressure is only 65 pounds and the fire high water pressure 120 pounds.

The oldest of the present halls is Number One, situated on 23rd street corner of 4th Avenue, which was erected in 1908, although many changes have been made in this building since that time. At this hall there are stationed 12 men including Deputy Chief Evans, Capt. D. McGill and Lieutenant Spencer.

The equipment here consists of three rigs, one a motor-truck and the other two wagons drawn by two-horse teams. The truck is an 80 horse power chemical and hose wagon of the latest type, and capable of attaining a high speed, having exceeded in actual runs 40 miles per hour. The

city service hook and ladder truck and a large hose wagon carrying 2,000 feet of hose are the other two rigs.

The headquarters of the department are situated in Number Two hall at 21st Street and Avenue B. This is the largest of all the halls and has the largest staff, the greatest equipment and, in addition, workshops and the fire alarm system. This building was erected in 1912, and has a basement the full size of the building. It has been declared an ideal fire hall by fire chiefs and other men interested in this branch of municipal life, who have visited the city.

There are 18 men on the staff at this station, including Captain J. Faithful and Lieutenant A. Jones. Chief Heath has his office at this place. His special car, a four cylinder Hudson, occupies a place at this hall. This car attains a speed of 60 miles an hour. In addition to the chief's car, the equipment consists of three rigs; an aerial extension ladder attaining a height of 85 feet and drawn by three horses, a combination hose and chemical wagon and a modern fire engine.

The fire alarm system which has been installed is effective. There are 43 alarm boxes posted throughout the city, and these are connected with headquarters by six circuits which are so arranged that they are independent of one another, and if there is any disorder it can be easily traced to the district. A repeater, transmits the alarm spontaneously to all the stations on both the box alarm and phone systems and indicates any disorder immediately. The storage panel is connected with storage batteries

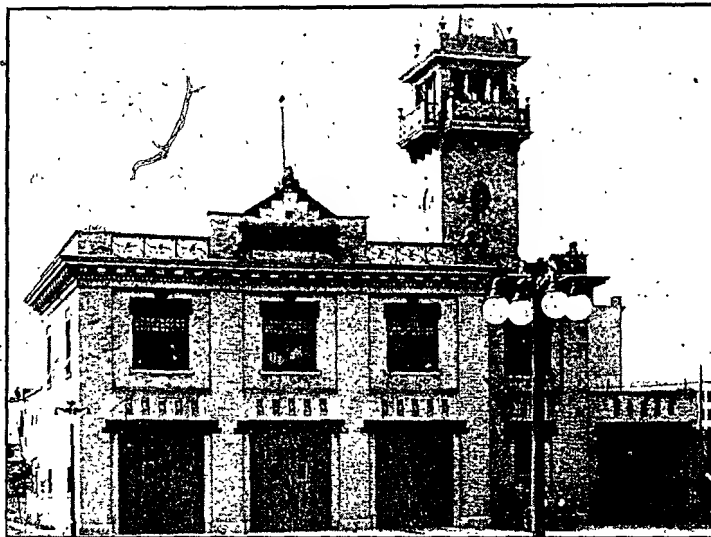
which are used for supplying the electricity for the system. They are also used to charge the storage batteries on the motor trucks. The electricity is supplied by a double set to each circuit of the alarm system. There is a special fire alarm telephone and when this rings the person who answers rings in a general alarm on a "safety" alarm box in connection.

Four of the wholesale companies in the city are equipped with the alarm system which is in direct connection with the hall. At the hall, this system indicates the building on fire, and at the building, the floor and spot where the fire commenced.

The basement at Station No. 2 is fitted with a runway, and the winter rigs, three hose sleighs and a ladder sleigh, each equipped with a chemical tank, are placed there during the summer, as are the wheel rigs in the winter. The basement is equipped with carpenters, hardware and blacksmiths shops, the firemen themselves making all minor repairs. Firemen also made the sleighs.

Discipline among the men is strictly observed. A regular board in each hall with every man's name indicates exactly where he is. The harnessing of the horses can be accomplished in three seconds, all the stall doors being electrically locked and connected with the alarm system.

The smallest station is No. 3, in Nutana on Eleventh Street. A combination motor truck with hose, chemical machine and small ladder is the only rig. This is manned by six men including Captain A. Ross and Lieutenant "Tiny" Kay.



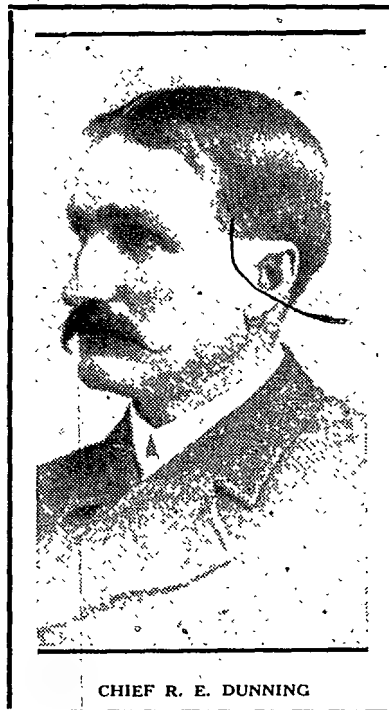
SASKATOON FIRE DEPARTMENT FIRE HALL No. 1

Police Department, Headed by Chief Dunning, Has Made An Enviably Record

THE police administration of Saskatoon is one the most up to date scale and all the latest appointments for the efficient operation of a police department are in vogue. The growth of the force has been concurrent with the development of the city and from the year 1905 when the city was regulated by one constable to the present staff of 25, including all the sergeants, the deputy chief and the chief is a far call.

For the purpose of quick and convenient communication with the constables who are doing duty on beats in the remote neighbourhoods of the city and with the object of ensuring that all the men shall be regular in their rounds of the districts under their charge the Gamewell system has been installed. This system consists of a set of posts placed at street corners which are easy of access to the policeman and each of these posts is surmounted by a red globe in which is an electric lamp.

When the man in charge at headquarters desires to speak to a constable a connection is made and a bell rings in the post while at the same time the light burns in the globe on the post. Thus the constable is able to both see and hear when the office has some communication to make to him.



CHIEF R. E. DUNNING

There is also in the post a box phone and at regular intervals during the night the constables are required to call the office and report.

At the office there is a recording machine equipped with a roll of paper, somewhat like the music roll of a pianola. When the constable lifts the receiver of his phone on his beat, the record is made of the time of his call and the number of his beat.

By means of this system the need of sergeants patrolling the outskirts of the city has been eliminated and since its installation the number of small fires that have done harm has greatly decreased as the police have been able rapidly to communicate with the head office and the brigade has been able to respond in time to prevent any serious loss.

The police patrol, a motor vehicle of the latest type, is a useful addition to the equipment of the department.

Saskatoon compares favourably with any city in the west from the standpoint of its freedom from crime and this is in a great measure due to the splendid personnel of the department that regulates the city in law and order.

F. R. MacMILLAN Department Store

One of the City's Monuments to the
Zeal and Industry of a Young
Man who came out of the
East and Won His
Way to the Top



FAITH in one's self and a fixity of purpose has sent many an ambitious man to the top rung of the ladder. In some instances it has taken years to accomplish the result, but in others, and especially in the great and growing West success has been won over night as it were. For it is here that the man with ideas and a determination to put them into execution finds his most receptive and appreciative field. For this reason F. R. MacMillan stands out prominently as a leader in the mercantile field of Saskatoon. Mr. MacMillan is a young man who has fought his way to the top by sheer force of personality and business brains. He is a man of unbounded energy and firm confidence in himself and in Saskatoon. His big department store at the corner of Third avenue and Twenty-First street is an example of to what lengths this virtue finds expression. His position on the city council, where he was placed in the last municipal election at the head of the ballot is evidence of the esteem in which his business judgment is held, and how he has won his way to the fullest depth of public confidence in the five years he has been a moving spirit in the business life of Saskatoon.

Fine department stores are pretty much alike and permit of little variation in comparison, but the MacMillan department store is something distinctive in itself, and has but one equal and no superiors west of Winnipeg.

For seven years before embarking in business for himself, Mr. MacMillan travelled through the west, handling mercantile lines. It was due to his ability to introduce innovations that he stepped to the top of his business profession. When he left the road, five years ago, and selected Saskatoon as his field of operation, he espoused the idea of embracing his collective talents in one large establishment that would reflect credit, not only upon his genius, but upon the city of his adoption. These original and best ideas of the emporiums of the continent are found in the MacMillan department store, with its 100 by 120 feet of ground space and four floors and basement. There may be stores equal in furnishings and stock, but none superior. This is carried out in the many features that give comfort to employees, and every desired opportunity to the trading public to see and secure the best and latest in everything carried in a complete department store.

On the first floor, with its deep mahogany finish and furnishings, shimmering glass display counters, polished floors and inviting surroundings, is carried gentlemen's

ready to wear clothing and furnishings, all of which are selected from the leading manufacturers, and with a view to correct dress. Also on this floor are the notions dear to the feminine heart, arrayed tastefully and displayed to advantage. Behind each counter is a trained salesman or trained saleswoman, who exhales the spirit of refinement that permeates every recess of the structure. On the second floor are the ladies' and children's ready to wear suits and other accessories to a well-selected wardrobe. This floor is a bower of luxury, with its deep carpetings, handsome mahogany and walnut cases, subdued and cluster

dirt and deleterious substances, assuring freshness and cleanliness.

The top story is another inviting retreat for the lover of the nice things of life. This is the furniture department where everything is carried from humble necessities to the most elaborate suite in precious hardwoods. Tapestries carrying with them the acme of refinement in weave, texture and coloring, give a splendid touch of color and awaken the esthetic taste in the beholder.

From cellar to roof this immense store with its 60,000 square feet of space, is the acme of perfection and convenience. All floors save the basement are given over to display and salerooms, while the large basement contains supplies for replenishing and upkeeping the stock.

Two passenger elevators, travelling in fire-proof shafts, ply between all floors, while the fire-proof idea is carried out in its entirety throughout the building. Each stairway is protected by fire-proof walls to guard against accident in escaping, while an automatic sprinkling system, distributed throughout the many floors is an insurance against a blaze gaining headway.

The MacMillan department store is the outgrowth of the establishment of Currie Brothers, which Mr. MacMillan purchased three years ago. In October, 1914, the establishment was moved to its present handsome quarters, which cost \$275,000 to erect, and which is one of the finest buildings in the province.

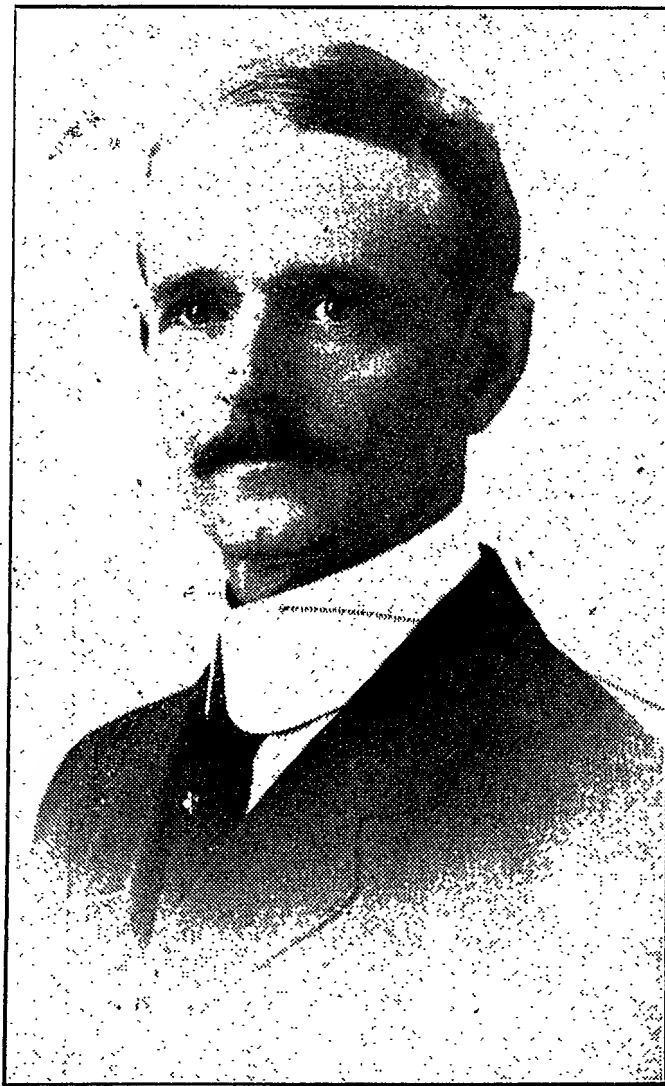
In his work of directing this immense establishment, with its 125 employees, Mr. MacMillan has an able lieutenant in Mr. A. H. Williams, who, as manager, has carried into execution the latest and best ideas of mercantile endeavor.

Such institutions place the stamp of metropolitanism upon the city, and awaken admiration and surprise in those who have travelled to the great cities and seen the best they have to offer.

In the five years Mr. MacMillan has been in Saskatoon he has been identified with the progressives, and has placed youth and energy, plus business brains behind his every effort, whether in his own behalf or for the good of the community wherein he has become so important a factor.

His record in business is a splendid example of what awaits the man in the west who selects his field and is willing to labor with others in the great work of empire building.

As alderman, to which office he was elected last year, Mr. MacMillan has given Saskatoon beneficial business experience.



ALDERMAN F. R. MacMILLAN

lights, with its comfortable and economic shopping.

The third floor is given over to groceries, sundries and kitchen hardware, paints and oils, and the thousand and one necessities to the household.

In this latter department one finds one of the innovations born of Mr. MacMillan's long and perfect training in the mercantile business. All fresh meats, butter, fruits and vegetables are kept in immense glass receptacles cooled by the only iceless refrigerating plant in Saskatchewan, and protected from



C. D. MITCHNER



Clothier Who Caters to the Wants of Men Who Know, One of the Business Men of Saskatoon Who Has Been a City Builder

Progressive Civic Builder Whose Aid Has Been a Civic Asset

Commercial Captain Whose Maxims Portray Sound Methods

FIRST impressions of a city often form the lasting marks on the memory of the visitor who views the metropolis with intentions of investing should the opportunity present itself. Stability and beauty of architecture, cleanliness of thoroughfares, and push and energy displayed by business men plays no greater part in creating a good impression than the clothing worn by the people on the streets, the garb of busy men in every day life being one of the best barometers of the financial and commercial life of the metropolis. A good suit is a sign of success.

When Cyrus D. Mitchner opened the up-to-date clothing store at 126 Twenty first street but a few years ago, he filled a long felt want in Saskatoon by supplying splendid garments at prices within the reach of all. The "Fashion-Craft" line of clothing now being handled by the Mitchner store has won name and fame among Saskatoon gentlemen who desire clothing with an individuality rather than suits "just like the other fellow's."

Whether it be a collar button or a complete outfit of clothing, a travelling outfit, trunks and bags, C. D. Mitchner and his staff of efficient salesmen is capable of supplying it in a most courteous manner and with a promptness that is amazing to the layman. Mr. Mitchner has so trained his staff that a glance at the customer tells the salesman instinctively the class of goods desired and the size of shirt, underwear, or suit required. Expert salesmen employed at the Mitchner clothes shop have relieved the purchaser from answering the old-time humdrum questions and have placed within the reach of the customer the best in every line at a moment's notice.

The Mitchner store is perhaps one of the most attractive in its line in the city of Saskatoon. The long



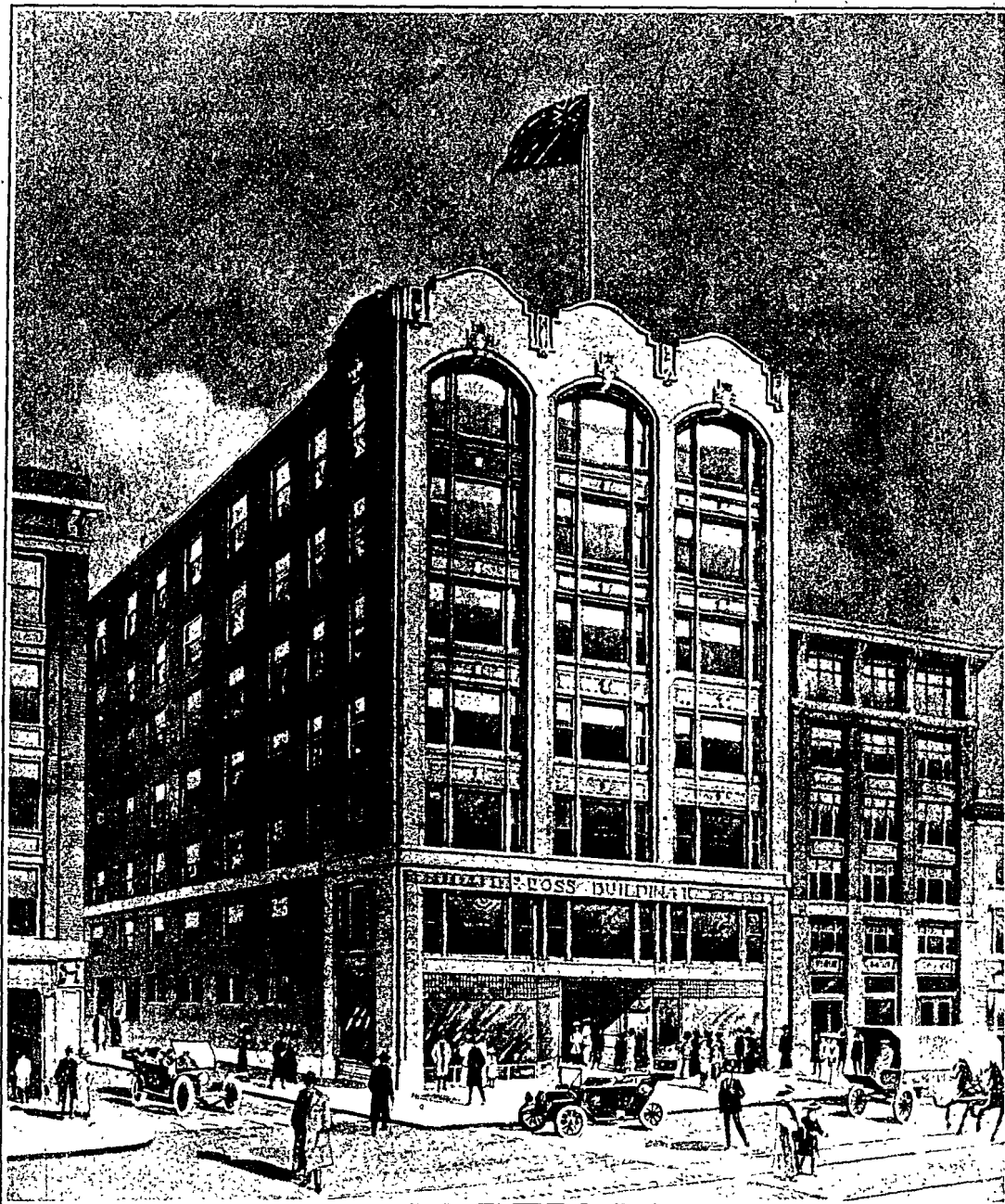
C. D. MITCHNER

lines of show cases and rows of clothing have been arranged with an eye to beauty in an endeavor to display the goods in the most satisfactory manner to the visiting customer. Whether it be a necktie or a suit of clothing desired, the customer is waited upon with the same degree of courtesy and promptness.

From the small beginning when the store was opened in 1908 by Mr. Mitchner and F. R. MacMillan, the business has increased to surprising proportions, Mr. Mitchner keeping his business apace with the advancement of the city and the surrounding territory. It was but a short time after the business was started that Mr. Mitchner purchased the interest of Mr. MacMillan and is now sole owner of the progressive establishment. He also owns and operates the Royal Shoe Store on Second Avenue, one of the most modern and attractive footwear establishments in the city.

Since 1904, when Mr. Mitchner came to Saskatoon from Nova Scotia as a bookkeeper, he has taken an intense interest in all matters having the best for the city as a motive. He has been a leading factor in the councils of the Liberal party in this portion of the province, and his activities in municipal affairs have resulted beneficially to Saskatoon. Modest, retiring to a degree, preferring to aid the city and its merited movements in a quiet manner without heralding the deeds from the housetops, Mr. Mitchner has become a factor in Saskatoon's civic life.

Wisdom in real estate investments during the early days of the city's growth brought profits to Mr. Mitchner. During recent years, however, he has devoted his entire attention to the growing business which has come to be recognized as one of the leading clothing stores of Saskatoon.



THE ROSS BLOCK, THIRD AVENUE

SIDNEY R. ROSS

309 The Ross Block - SASKATOON

The Ross Block OFFICES TO RENT

We can accommodate you with any amount of space you need. Small offices from \$12.00 a month and up.

We have some choice front space left that can be partitioned off to suit the tenant

The Busiest Building in Saskatoon

The Building is Absolutely Fire Proof

It Has Two Otis-Fensom Elevators

No Dark Rooms

It Has Vaults on Five Floors

It Has Large Light Elevators Equipped with Highest Grade of Fixtures

The Heating System is Ample and Thoroughly Up-to-date

The Entrance is Finished in Vermont Marble

The Stairs are Finished in Marble and the Corridors Tiled, Having Marble Base-boards

Every Office Has Direct Light and Efficient Ventilation

The Rentals are Strictly Moderate

Free Janitor Service Is Given

For Space Rates, Etc., Apply to Building Manager, Room 309

INVESTMENTS REAL ESTATE

Butler, Byers Brothers & Codere, Ltd.

Financial Agency. Real Estate and Insurance

THE gauge of an individual or company's importance in relation to the public is best shown in the things he or they have done for the good of the community in which they operate. There are men who while creating wealth for themselves create it for others, some direct and others through the development of communities where brains and energy may be expended to good purpose. This is the relation Butler, Byers Brothers & Codere, Limited, bear to Saskatoon through the many successes they have brought to those who entrusted their investments to their care, and through their own expenditures in building erection.

The company became established in Saskatoon before the first period of building activity started, and is composed of Messrs. James Butler, president; N. C. Byers,



WILLIAM I. BYERS

vice-president; William I. Byers, treasurer; C. F. Codere, secretary.

Immediately upon its organization the company began to make its presence felt in Saskatoon, becoming active in financial and realty circles through its connections in the old country, whence much capital was brought for investment and for financing business enterprises. The company also formed other strong financial connections, and within a few years became one of the most substantial and energetic agencies for good in the city. Its realty operations have been confined to gilt-edged investments, both for itself and for clients throughout Canada and abroad. Its listing department wherein properties are handled on commission contains some of the choicest sites in Saskatoon, and is administered by men who know values in every line of investment.

Being constructive in its functions and having perfect faith in the destiny of Saskatoon, each individual member of the company invested heavily in property, and erected the Butler & Byers Block, 221 Twenty-Second street, as well as several others, which are still owned by the company.

The loan and mortgage department has served as a splendid instrument in local and provincial development, affording investors in this form of security an opportunity to acquire gilt-edged paper, and those engaged in developing industries, business and agricultural lands to secure funds with which to prosecute the work.

In a comparatively short period, the firm has developed one of the largest insurance businesses, both from a local and general agency standpoint, west of Winnipeg. Their activities extend to the three western provinces and they have over four hundred and fifty agents in Alberta and Saskatchewan alone, reporting their business to them for the St. Paul Fire & Marine Insurance Company, British Dominions General Insurance Company, Limited, Mount Royal Assurance Company, and General Animals Insurance Company.

In addition to the above insurance companies, eight other companies are represented locally for Saskatoon, for all classes of insurance. The firm also acts as



C. F. CODERE

insurance brokers for the City of Saskatoon, as well as a number of large firms.

The company also operates the General Investment Company, with headquarters in the same office, 221 Twenty-second Street east, an institution founded for the purpose of handling funds in Saskatoon and surrounding investments.

In such a well-organized and financially strong real estate, loan and insurance company, Saskatoon has an institution that recommends itself to all classes of investors, and gives stability to the city and its business life. Each member of the company has given much in time and funds to the advancement of the city and all are members of the Realty Board and Board of Trade.

The Saskatoon Piano Company, Ltd.

Thriving Company Has Exclusive Agency For The Famous Bell Piano In Saskatchewan And Handles a Full Line Of Musical Instruments



MUSIC in the modern home has come to be a requisite of first importance to the cultured and refined, the magnet which attracts the son and daughter to the fireside of the parents and the charm which makes home a haven to the tired mind and body after the days' toil and commercial strife. Musicless homes, according to the results of investigation, are in the majority of circumstances those forgotten by the son and daughter after a few years in the business world.

Transition of a village to a metropolis brings demands for those things which were beyond the ken of the pioneer. The city resident demands those things which

are associated with refinement and the opportunities and accomplishments of the modern day.

When the Saskatoon Piano Company, Limited, was established with this city as headquarters little more than nine years ago, the concern placed at the very doors of residents of the city, those musical instruments for which they had been longing.

When one considers the fact that every Bell piano or Bell organ sold in the province has to come through this firm it gives some idea of the magnitude of its operations.

Relics of antiquity prove to us that the making of musical instruments began almost with the human race and before the existence of any language of record. Pythagoras made the discovery of intervals in sound by listening to blacksmiths who struck their anvils with hammers of different weights.

The Bell Piano and Organ Company, which was in a large measure responsible for the organization of the Saskatoon Piano Company, was established by William Bell in 1864 and is now the largest under the British flag. The concern has just faith in Saskatoon as a distributing center.

The company has the exclusive agency for the province of Saskatchewan for the famous Bell Piano, cities in the province being visited regularly by a representative of the Saskatoon Piano Company.

Whether it be a piano with an inimitable tone, an organ with the pipe tone, a violin, banjo, guitar, mandolin, cornet, or any other musical instrument, the seeker need go no farther than the complete store of the Saskatoon Piano Company in the Chubb Block on Twenty-first Street, adjoining the Flanagan Hotel. Here will be found in artistic array anything the musical heart desires. One of the most complete assortments of sheet music in the province is maintained by the company, the stock being at all times up-to-date, capable of supplying the most discriminating patron

whether it be classical, religious, orchestral or rag-time music that is desired.

Evidence of the growth of the business of the company during the nine years it has been operating in Saskatoon may be seen in the size of the stock carried and the increased staff. From the small beginning with only a few pianos and a staff including the manager and but one assistant, the increased business demands the services of eight trained salesmen and women in the great store itself while the services of an expert tuner and polisher are within call of every patron at any time of the day. The stock carried is valued at nearly \$50,000, and includes the very best lines of musical instruments obtainable.

Among the other leading pianos in stock are the Knabe, Smith and Burns, Lachner, Belmont, Leybach, Schumann and others. Pianos not carried in stock are secured for the purchaser by the company at little expense, the instruments being ordered direct from the original dealer or manufacturer.

W. H. Feild, the capable manager of the Saskatoon Piano Company, has been identified with the Bell interests for nine years and largely attributes his success to his detailed knowledge of the piano business. From a practical standpoint Mr. Feild has few equals, his father being a manufacturer of pianos and organs, the son growing up in the business.

Surrounded by an efficient staff, handling only the high grade instruments and dealing with the public in a courteous manner, has helped to make the Saskatoon Piano Company the leading general music house of the province.



Photo by Anderson
MANAGER W. H. FEILD

MALCOLM ISBISTER

Postmaster, President of the Board of Trade, and Progressive Citizen Whose Work Has Accomplished Much For Saskatoon.

SASKATOON is known throughout the province and in fact through western Canada as the young metropolis which accomplished as much in the development line in ten years as scores of cities have required a half a century to achieve. The city of ten years has been brought to the metropolitan level through no machinations of opportunism. The commonwealth has not been built up in a day, yet the building has been founded upon that solid rock of stability in commercialism, bolstered by retaining walls of common sense.

Seekers for the success of Saskatoon during these years of municipal advancement are not forced to dig deeply into the history of the city to discover the reason for this unprecedented development. The growth has been founded on the work of men of stability and solidity whose heart and soul have been in the work and whose every endeavor was for the betterment of conditions in Saskatoon rather than for selfish reasons.

It has been men of the stamina, foresight and commercial ability of Postmaster Malcolm Isbister, president of the Board of Trade, who have been the pillars of the civic structure and have made Saskatoon the city of prominence of the present day. When Postmaster Isbister came to Saskatoon in 1903 the city was making its first strides, the march of progress and prosperity having but started. Unafraid, undaunted and fearless, Mr. Isbister rolled up his sleeves, placed his shoulder to the wheel and devoted his entire time to the building up of a business of importance and to the improvement of conditions surrounding the village destined to become the distributing point of the entire province of Saskatchewan and the lands to the north.

During the years Mr. Isbister has been identified with the commercial life of Saskatoon he has accomplished much for the growing city. Several times selected as the representative of the people of the city and the province at important political and progressive functions and also as the delegate of the people to fill offices of honor, Mr. Isbister's name is known to thousands of enterprising men outside of the city as that of a man endowed with rare abilities.

The career of Mr. Isbister is one marked with successes, yet demonstrating the versatility of the man and his ability to overcome obstacles and steer his commercial ship around the shoals and reefs on which

and practical knowledge was soon demonstrated and his career was shaped for that of an instructor, Mr. Isbister taking a course at the normal school at Toronto and later accepting positions as instructor at Seaforth and Wingham. His commercial longings, however, induced him to enter the business world, and with a brother he opened a store at Petrolia, Ontario. Success crowned the effort, yet imbued with the ambition to become a leader in his line in the new lands of the west, Mr. Isbister engaged in the contracting business for the Canadian Pacific Railway, later entering the mercantile line at Port Arthur. The hotel business then proved attractive, and for a number of years he was one of the best known hosts in the northern portion of Manitoba.

In 1903 when Mr. Isbister hearkened to the clarion call of Saskatoon for men of wisdom and energy, he opened the hardware store now operated by Isbister and Pretty, then known as the firm of Isbister and Son, Mr. Isbister, Jr., being one of the owners at the present time.

As Mayor of Saskatoon in 1908, during the formative period of the city, he accomplished much for the advancement of the growing metropolis in urging the passage of progressive bylaws and the drafting of measures intended to place the city in the front rank of municipalities of the modern west.

Honors heaped upon this solid citizen have been merited by his earnest endeavors. He has been coroner of Saskatoon since 1904, president of the Board of Trade since 1908, is a member of the board of governors of the city hospital, director of the Canada National Insurance Company, of Saskatoon, president of the curling club for a number of years, and in fact active in every branch of endeavor looking toward the upbuilding and advancement of the city of his choice.

Unafraid to bear his share of the burdens, willing to aid his fellowmen in the march of commercialism, modest and unassuming, preferring that his deeds rather than words tell the story of his philanthropy, Malcolm Isbister has not only endeared himself to the hearts of residents of Saskatoon but has carved a niche in western Canadian halls of fame.



POSTMASTER MALCOLM ISBISTER

scores of ambitious competing business men have met misfortune. Born on the Orkney Islands of Scotland in 1850, the young Isbister was brought to Galt, Ontario when but seven years of age, his parents later sending him to glean his earlier education in the public schools of Huron County. His ability to grasp the technical

G. W. McFARLANE

Saskatoon's Finest Jewellery Store Where Cups, Trophies And Shields Are Designed To Order For Athletic Competitions

THE pathway to success lies in serving humanity, and this applies to business as well as to other departures wherein the individual, industry or corporation is seeking a given object. Some businesses fail because the man at the helm does not possess the tact to deal with the public, or fails to anticipate desires and meet them.

It is the combination of both qualities that counts, and despite its fickleness the public is not slow to recognize and show appreciation when an honest effort is made to serve it.

This is borne out in the success of G. W. McFarlane, Saskatoon's leading jeweler, in the Drinkle building, 137 Twenty-first street east. When Mr. G. W. McFarlane established the business eleven years ago he capitalized public good will for all it was worth. Beginning with a small stock, additions were made as time demanded, and the establishment soon came to be known as the place where everything demanded in the jewelry line could be obtained. If it were special design in ornamental jewelry, a special watch or other utilitarian jewelry, McFarlane had it, and the slogan commenced to pass around: "If it is in town McFarlane has it," and "If it came from McFarlane's it's good."

On this reputation the business grew until now the stock approximates fifty thousand dollars in value and is as complete as one would expect to find in a city twice the size of Saskatoon. This stock includes the latest and best makes in gold, silver, platinum, in domestic and imported makes, cut glass, art china, and the many beautiful decorative articles found in a first-class establishment,



GEORGE W. McFARLANE

diamonds and other precious stones.

Each article has some distinctive merit either in design or exclusiveness, affording purchasers opportunity to select those things that carry with them an individuality of taste as well as intrinsic value.

The store is one of the inviting beauty spots of the city, the goods being beautifully displayed in well-lighted quarters and every facility given the trade to make selections. Each member of the sales staff is an expert, and the reputation of the house guarantees that whatever is purchased is as recommended and carries with it full merit in workmanship and value.

A special feature of the establishment is the repair department where any piece of jewelry no matter how delicate or costly, may be repaired and made as good as new. This department is combined with the manufacturing end, wherein is turned out the many handsome trophies necessary for athletic events and tributes of honor. School and other medals, loving cups, shields, etc., are created by special design, or engraved to fit the appropriateness of the occasion. Nearly every big trophy now held by athletic associations or schools in Saskatoon was turned out of this establishment.

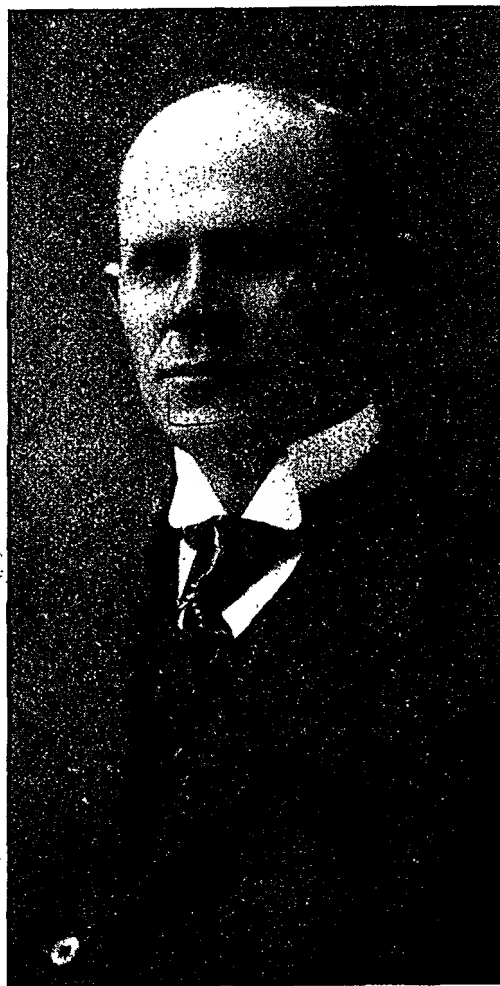
In addition to the city trade McFarlane's serves a wide range of territory through its sales and manufacturing department. Goods may be sent in from any point in Saskatchewan and are returned to their owners in first-class shape. This store is one of Saskatoon's best and most substantial business establishments and one which causes the city to take credit to itself.

SHERIFF LEONARD G. CALDER

Ardent Advocate of Progressive Policies, Who Is One of the Architects of Western Development.

Son of Dixie Land, Whose Efforts Have Been a Factor in the Development of Saskatoon.

Capable Sheriff of Saskatoon Judicial District, Real Estate Operator and Civic Benefactor.



SHERIFF L. G. CALDER

A MAN'S importance to the community is gauged by the part he plays in shaping its destinies and the labors he performs along constructive lines to looking the building of a cohesive business or social structure that will endure and gain momentum through the perfection of its foundation.

In its wonderful advancement the west has had the advantage of a well-organized, aggressive and constructive machine composed of men of action and experience, each a specialist in his line, and possessed of that spirit and energy which has made the Anglo-Saxon the greatest builder of modern times.

The west has demanded and received the benefit of men of daring and courage, and it is due to their efforts that a present has been rounded out which is, even in its completeness, but a forerunner of greater things to follow.

While building for the present it has builded for the future, both in its business structures as well as in its organization of political society.

This latter happy condition is due to such men as Mr. Leonard G. Calder, sheriff of the Saskatoon judicial district, who, while being identified with the business progress of the city has filled an equally important role in the province's political affairs. Born of Southern stock, Mr. Calder descends from a line of ancestors who have preserved the best of British traditions in the great American republic, kept alive its chivalry and perpetuated those virtues of which Dixie is so proud. Shortly after his birth in the State of Tennessee, U.S.A., Mr. Calder's parents moved to Ontario, and later to North Dakota. He spent his earlier life in railroad service and in 1890 returned to Gretna, Manitoba, and from 1891 to 1893 was engaged as a locomotive engineer for the Canadian Pacific

railway. In 1893 he enlisted in the work of building a city on the site of the little village of Saskatoon, and was among the first to embark in the real estate business as organizer of the Saskatoon Loan and Realty Company, of which he is the head. Having located in a community where merit is quickest to be recognized and rewarded, Mr. Calder soon attracted attention, and was, in 1907, appointed sheriff of this judicial district, an office he has held with credit to it and himself ever since. He was chosen member of the Police Commission for Saskatchewan, and elected an alderman of the city of Saskatoon, where he served in the latter capacity until he was appointed sheriff.

Having a natural aptitude for constructive politics Mr. Calder became a strong organizer in the province immediately upon its birth in 1905, and organized the first electoral district for the Liberal party. At the same time he organized the federal district of Saskatchewan for George E. Cranly, M.P.P., and Moose Jaw district for W. E. Knowles, M.P., in 1906.

Despite his many responsibilities and the heavy draughts upon his time, Mr. Calder finds time to indulge in the social and athletic life of the city, being an ardent baseball fan and having been president of the Saskatoon Automobile Club and also vice-president of the Provincial Automobile League.

Possessing a magnetic personality, carrying with it a dignity equal to his station in life, Mr. Calder is one of the best types of westerner, as broad as he is learned and with a natural pride in the home city he has helped create.

Having been successful in Saskatoon he has invested heavily in its opportunities and given other evidence of his faith, both in the city and province.

The MacDougall-Bidwell Company, Limited

Realty Dealers Who Have Been Instrumental In Placing Saskatoon In The Forefront Of Civic Progress In The Canadian West

WITH the development of a beautiful city and the passing from the mad rushes of the early days when Saskatoon was hardly a hamlet, to a more conservative system of business endeavor there is always a transformation in the general business scheme that leaves certain men standing well out in front as the fundamental agencies destined to bring order out of chaos and lead their fellows to a higher plane of conservative business methods.

Saskatoon has had many such leaders, yet none which deserve greater mention as leaders in their line than Alderman Andrew MacDougall, and Leonard M. Bidwell, who compose the firm of the MacDougall-Bidwell Company, Limited, real estate dealers and financial agents, who have been potent factors in the building up of Saskatoon and the interesting of scores of settlers and investors in the possibilities of the fertile province of Saskatchewan.

Saskatoon, like many other rapidly growing cities of the Canadian West, has in past years been afflicted by that species of human barnacle known as the "wild-cat" real estate speculator, the man who is willing to remain with the city just so long as the flood of dollars flows his way, but who is over-anxious to seek greener pastures with the first flurry in the financial sea. This type of dealer is rapidly disappearing because of the consistent activities of such solid institutions as the MacDougall-Bidwell Company, Limited, the speculator falling beneath the consistent business policies of these firms, unable to bear the burdens of the substantial dealer whose dollars have been invested in the city and whose every effort is devoted to increasing the development of the community he has chosen as his home.

Perhaps the one greatest achievement of the MacDougall-Bidwell company has been the interesting of English and other capital in the sound investments of the Saskatoon district. Through their labors thousands of dollars have been poured into this region by capitalists who reside abroad and who place unlimited confidence in the ability of this company which they have made their agents in western Canada.

Hundreds of acres of fertile farm property tributary to Saskatoon have been transferred by this progressive Saskatoon by the activity of the MacDougall-Bidwell

firm, the purchaser in every case being satisfied and eventually becoming a substantial resident of the province.



ALDERMAN ANDREW MacDOUGALL

ince. Many of these settlers have been brought to Saskatoon by the activity of agents of this Company in the United States and foreign countries, the clarion call of the Canadian west and its future possibilities attracting farmers of the better class.

When the MacDougall-Bidwell company was organized with a capitalization of \$200,000, Saskatoon was making rapid strides, thanks to the work of such men as Mr. MacDougall and Mr. Bidwell. During the years they have been operating they have attained an enviable position of prominence among business firms of Saskatoon through their earnest endeavors to aid in continuing the prosperous march of this thriving city.

Their offices at 269 Second Avenue South, in the heart of the business section, are being daily visited by investors from other districts who have been attracted to Saskatoon through the consistent advertising of this company. Whether they seek inside business property farm lands or homes, the company is capable of answering their wants satisfactorily and even should they perchance leave temporarily without investing, their visit to Saskatoon has been another conscientious step in the advertising of the city to the world at large. Because of their large clientele in other districts and other lands and the constant flow of inquiries into the offices of MacDougall-Bidwell, this company has become a valuable asset to the city of Saskatoon.

In addition to the real estate business of the firm, an insurance branch is maintained. Among the prominent companies represented are the North American Life Assurance Company of Toronto, the Dominion Gresham Insurance Company of London and Montreal, the Firemen's Insurance Company of Newark, N.J., and others of equal prominence.

When the people of Saskatoon called Andrew MacDougall to the city council from the fourth ward in 1912, the honor was but merited because of his upright endeavors for the betterment of civic legislation. During the years he had been a member of the councilmanic board his aggressiveness, determination to sift every measure to the bottom and his demand for progressive, enterprising methods, has meant much to the city. Both Mr. MacDougall and Mr. Bidwell are prominent members of the Board of Trade and Industrial League.

Sutherland & Young

Real Estate, Farm Lands—Men Who have Done Much to Make Saskatoon a Prosperous City Through the Investment of Large Sums of Money

WHILE Saskatoon owes much to the men who through their efforts gave to the outside world the message that has brought thousands within her confines, it is to the conservative real estate men who builded upon something besides mere personal gain that she owes the greater debt.

There are various types of real estate firms, but it is the one that sets its anchor deep in the soil and prepared for the future as well as the present to which the public confidence will gravitate. It is to such firms that the investor will turn when in doubt, and when large investments are contemplated with a view to securing something besides speculative holdings. Each community has its quota of such firms which are composed of men who enjoy public confidence and who give a dignity to their calling through their business methods, and that of Sutherland and Young, 412 Ross Building, stands out as one in which no small portion of the investing public has reposed its confidence.

This is one of the oldest real estate firms in Saskatoon and its members have been closely identified with the progress of the city from the days when it was a village to the present day.

In the same ratio that the public recognizes the business qualities of a man it also recognizes the quality of leadership, and despite time-honored traditions to the contrary, the public, if left to its choice, seldom goes wrong in its selection of a leader. For that reason it was quite natural that Hon. W. C. Sutherland, senior member of the firm, should be selected as one of the men who should guide the city into the right channels and serve as one of the architects of its creation. Mr. Sutherland was born and



HON. W. C. SUTHERLAND

educated at Embo, Ontario, and after taking the degree of B.A. at McGill University, studied law in Manitoba, beginning practice in 1899. He came to Saskatoon in 1903 and

was shortly thereafter selected as the first secretary-treasurer when the city was incorporated that year. In that capacity he made the first assessment. He was elected alderman in 1904, serving to 1905, and resigning to accept greater honor at the hands of the people, that of member of the Legislature. He was chosen deputy speaker of the house the same year and continued as such until 1908. Upon his re-election in 1908 he was chosen speaker. In this capacity he has done effective work in shaping the destiny of the province and in laying the political foundation upon which it was builded.

He is one of the heaviest investors and owners of farm land in Northern Saskatchewan and also one of its leading farmers and stock raisers. He has performed an inestimable service to the agricultural development of the province through the breeding of fine stock, including thoroughbred Clydesdale horses, Shorthorn cattle, Shropshire sheep, Yorkshire hogs and poultry. One of his heavy farm investments was the purchase of 10,000 acres of land soon after his arrival in Saskatchewan. He has served as president of the Saskatchewan Pet Stock Association, with Mr. Young as secretary.

Mr. Young has been identified with the real estate and farm land business in Saskatchewan since 1904, and when the present firm of Sutherland & Young was organized in 1910, became a member of the firm. Among the big things this company has handled in the city is College Park of forty-five acres, adjoining the business district, which offers a fair example of the gilt-edged nature of the properties handled by the firm.

Through its farm land dealings many settlers have been brought to the District.

The Goose Lake Grain and Lumber Company, Limited

Enterprising Saskatoon Firm, Headed by Saskatoon Men, Which Has Established Warehouses, Elevators and Lumber Yards Throughout Northern Saskatchewan.

Growth of a modern metropolis of the importance of Saskatoon is governed by the facilities with which to carry on the building work and the completeness with which its business institutions and those of the towns in the tributary territory have prepared to meet the demands of the building trade. To enter a fully equipped and well constructed city and select a remunerative business is comparatively an easy matter when the assembling of material and machinery with equipment to supply buildings in that city or district is considered. Keen business foresight and judgment is demanded to invest one's dollars and ambitions, hours and efforts in the development of a business whose future is based on the consistent, commercial growth of the tributary territory.

No more striking example of business foresight and judgment utilized to aid in the effort to make Saskatoon a distributing centre of prominence in the Canadian west and to place the entire surrounding district on a healthy commercial basis, may be found among business institutions of Northern Saskatchewan than that of the Goose Lake Grain and Lumber Com-

pany, Ltd., which maintains headquarters at Saskatoon.

During the lean years, when this city and its environs was fighting a just fight for supremacy and when the outlook was little less than cheerful, the company was established by experienced lumbermen and grain dealers who still remain at its helm. With all the tenacity of purpose and their usual determination, the Goose Lake Grain and Lumber Company began establishing small lumber yards in the surrounding towns which at that time have promise of growth. A short time later these towns and others in the district were made the points for the erection or purchase of elevators until today this company owns and controls elevators and lumber yards in every village and town of importance in central and northern Saskatchewan.

Under the careful, conservative direction of President W. L. Noyes of the company, capably aided by W. W. Noyes, the secretary, the Goose Lake company has enjoyed a prosperous, substantial growth until today the name is known throughout the province as synonymous with quality and efficiency.

Among the larger towns where lumber yards have been established are Tessier, Harris, Rosetown, Ridpath, Brock, Netherhill, Kindersley, Sovereign, Ardath and a dozen others.

Elevators are now being operated with great success at the following cities: Vanscoy, Delisle, Laura, Tessier, Harris, Zealandia, Sovereign, Rosetown, Ridpath, Brock, Kindersley, Birdview, Ardath, Wadena and many other civic centres where farmers of the individual district haul their grain to market for storage.

That this company has been one of the potent factors in the development of the district of which Saskatoon is the hub is recognized by the vast number of patrons and clients who look to W. L. Noyes and W. W. Noyes for their lumber and for protection of their grains.

Business cafes of heads of the Goose Lake Grain and Lumber Company have not hindered them from taking a keen interest in all matters pertaining to the betterment of Saskatoon. They have been unafraid to place their shoulders to the wheel. Their citizenship is a valuable asset.

John W. Madden, The Tailor

JOHN W. MADDEN:

This name is familiar to the men of Saskatoon and surrounding district who pay particular attention to their attire. The man, the business, the quality of clothing turned out and the manner in which the completed article is delivered, speak volumes not only for Saskatoon but for one of the thriving industries of a city that has been made possible by the work of such enterprising citizens as John W. Madden.

Transition of Saskatoon from the village of the plains to the metropolis of today has not been accomplished in a fortnight. With this transformation the upbuilding of the city and the growth of the village to the distributing centre, has come the demands for the finer things of life, the demand for the captured and refined modes and manner of living as well as for the best of attire.

It was with the endeavor to supply the attire of the men of prominence, to distribute among the commercial leaders of the growing city the garb which they had longed for for years, that John W. Madden established a small tailor shop in Saskatoon little more than three years ago.



JOHN W. MADDEN

Maker of Men's Clothing, Whose Ability to Satisfy Has Been Instrumental in Building Up a Business That Is a Credit to the Province of Saskatchewan.

When a youth Mr. Madden entered the tailoring business and during the years of younger manhood he closely followed the profession. He studied the details. He became a student of styles. He refused to turn out a garment for the inspection of the purchaser unless that garment was perfect in every detail. He mastered the detail and it was but a few years after he had shaken off the cloak of the apprentice until he was recognized among the leading tailors of the city of St. Thomas, Ontario. The west called Mr. Madden. He harkened to the call and cast his lot with Saskatoon. His business of today and the recognition given this enterprising citizen by commercial men of the city and this portion of the province tell the story of his career in Saskatoon.

The good suit as a signal of success has been the magnet which has attracted the clientele of Mr. Madden. When one considers the fact that eighteen expert tailors, schooled in the leading shops of the United States, Canada and England, have been required to turn out the suits ordered by the patrons of this tailor, an insight into this great business may be gained.

Metal Shingle & Siding Company of Saskatoon, Limited

An Industry That Has Grown to Large Dimensions and Filled a Much-Needed Want in the Upbuilding of Saskatoon.

THE transition of the west from a dependency of the east to a full emancipated region possessing its own source of supply is fast approaching through the courage and foresight of trained business men in establishing those industries that make the country less dependent upon the older section of the Dominion. It has required far-sighted judgment and business courage to take up this work, but how well the pioneers in western industry have been repaid for their efforts is shown in the development of the Metal Shingle and Siding Company, one of Saskatoon's thriving manufacturing industries.

This company with its plant located at Avenue G South and Twenty-second street is successor to the Hub Roofing and Cornice works, established by Mr. A. E. Charlebois and W. F. Moser, Vice-President and Manager, and Secretary-Treasurer, respectively, of the Metal Shingle and Siding Company.

The reorganization is in response to a greater demand for the products of the company which have become standard in building construction in Saskatchewan.

The company manufactures cornice, skylights, fireproof windows and doors, "Preston" safelock shingles, metal siding, metal ceiling and sidewall materials, corrugated iron, metal garages, steel granaries, ventilators, and sheet metal building goods of all

descriptions, and occupies a site covering twelve thousand square feet, with railroad spur tracks enabling the shipment of the output of the works to any part of the west with the quickest despatch.

From a small beginning with a payroll of three men the company has grown until its payroll now embraces 60, and its output is quadrupled.

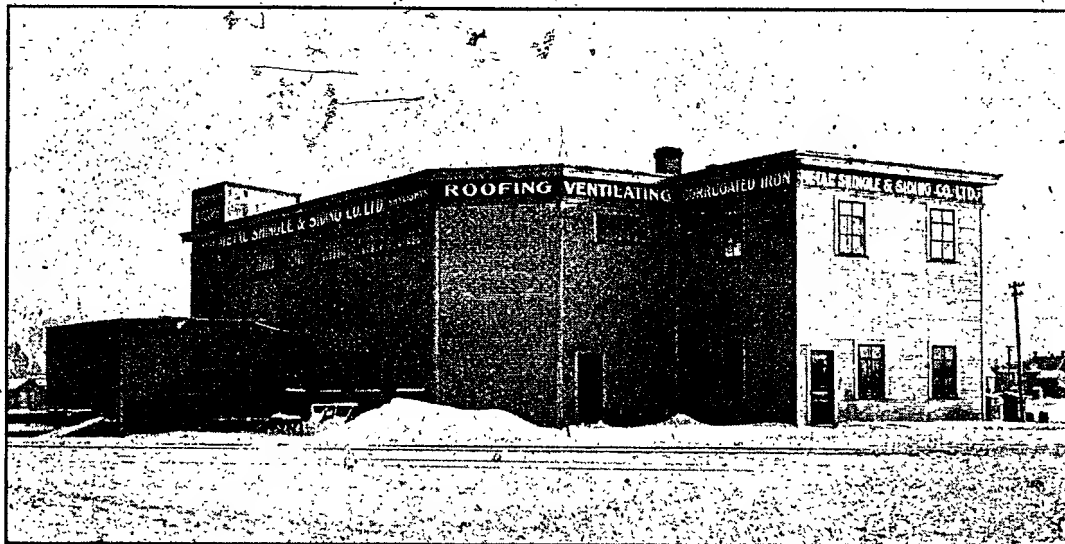
into the daily needs of a large and growing city has been cut to meet the slender purse of the farmer, who is enabled to secure grain tanks at a price permitting of the use of weather and fire-proof iron, rather than hazard a wooden structure.

Mr. Charlebois has been engaged in the sheet metal business since early manhood and has a full knowledge of every branch of the business. Through this experience he is able to maintain a factory in Saskatoon that in addition to its importance as a pay-roll institution, reaches out and places within the reach of the outside world one of the greatest necessities to modern development.

In addition to its staple manufactures, the company is capable of handling the largest contract for sheet metal work. Such contracts as slating and copper work at the University of Saskatchewan, also the roofing of the

Provincial Asylum at North Battleford, besides other large contracts throughout the city and province were done by this firm.

The public are not yet fully aware that they have, right in their midst, a factory capable of meeting the sheet metal demands of the city and also the farmers. This is the only factory west of Winnipeg which is capable of doing this work.



SASKATOON PLANT OF THE METAL SHINGLE AND SIDING COMPANY, LIMITED.

The company has connections with the Metal Shingle and Siding Co., Ltd., Preston, Ont., with factories at Montreal, Calgary, Edmonton, Regina, Detroit, Mich., also with the A. B. Ormsby Co., Ltd., with factories at Toronto and Winnipeg, which gives it augmented facilities for serving the public quickly and fully with its manufactures. Through science of business system the cost for metal work such as enters

THE UNITED TYPEWRITER CO., Ltd.

Home of the Famous Underwood Standard Typewriter.

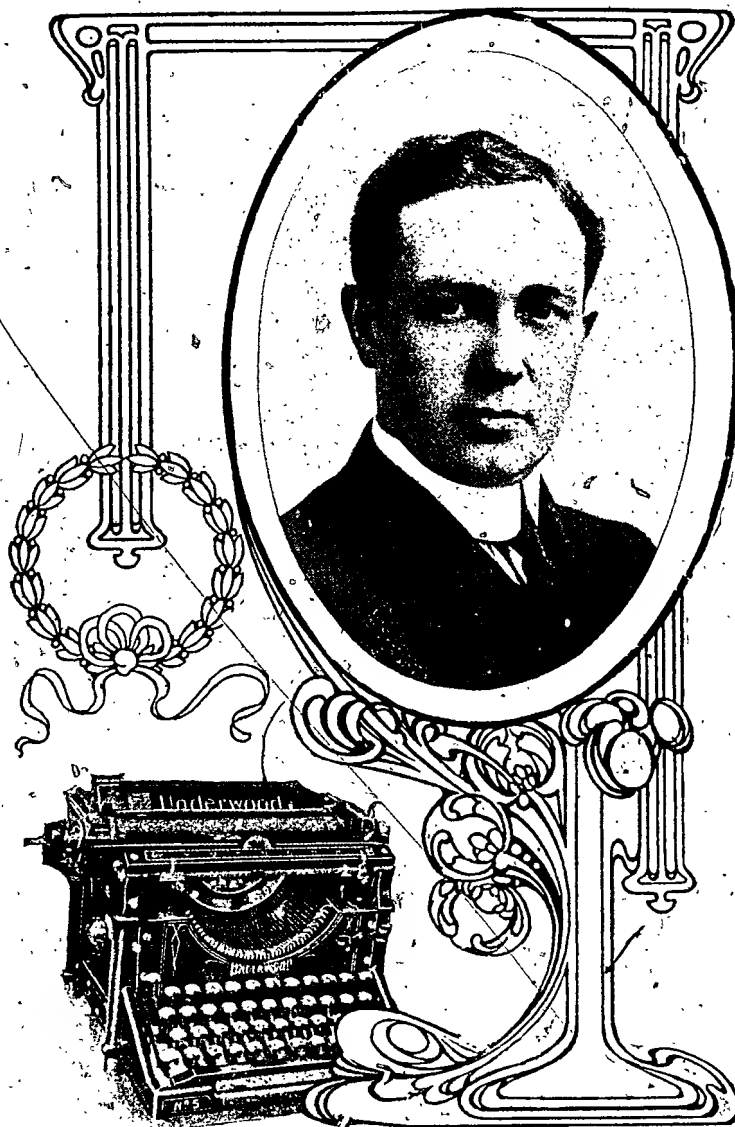
Old Typewriters Taken In Exchange.

THE secret of success in almost any line of business hinges upon the thoroughness of organization and completeness of system in dealing with the public. The Underwood service is the secret of the success of the Underwood Typewriter Co. This firm has developed in Canada from a small agency into the largest typewriter firm with headquarters in the British Empire. From cellar to garret business genius has been one of the outstanding features of the establishment and the public has not been slow to recognize this fact. Like all well organized and progressive business establishments the United Typewriter Company selected a leader in its line of wares and in the Underwood typewriter, which is more generally used than any other machine on the market, the company found a magnet which brought every appreciative use of a writing machine to its salesrooms.

The Underwood is the one machine that meets every requirement in modern business and professional life. By winning and holding every world contest for speed, accuracy and stability and by being able to secure from the Franklin Institute the Elliott Cresson Medal presented on very rare occasions for ingenuity, skill and perfection in workmanship, the Underwood placed itself away in the lead of any of its competitors.

A capital of seventeen million dollars and the highest inventive genius has kept the Underwood always in the lead with labor saving innovations and at the same time there has been maintained the same simplicity and lack of delicate and complicated parts that has enabled the machine to stand up under any and every test.

The Company established its local office three years ago and secured as their manager Mr. E. R. Demaray, who was at that time Official Reporter for the Supreme Court here and who was closely in touch with the typewriter and stenographic



MANAGER E. R. DEMARAY

world. Under his management the business has grown until today there are over six hundred of these machines in use in the city of Saskatoon. The office in this city controls the whole of Northern Saskatchewan and has sub-offices at Prince Albert and North Battleford. In addition it maintains a repair department which, in equipment, is equal to any in Canada and is able to make any necessary repairs to any make of typewriting machine.

Mr. Demaray, the local manager, began business in a small room three years ago and through a progressive business policy and through a realization of what real service meant has built up the present large business which occupies large and commodious quarters at 130 Second Avenue, employing twelve assistants in the sales and repair department. Mr. Demaray's former experience as Court Reporter fits him to be of service to the business men of the city in any matter relating to their stenographic force.

In addition to its importance as a supply depot for one of the greatest necessities in business life the company's presence in the city is a boon to those who are in need of a machine for a short period only. A large stock of machines is kept for rental purposes and these machines are sold on the rental payment plan, rent which has been paid applying on the purchase price.

The company's operations in Canada have become widespread. Starting in Toronto in a small office they now own the largest typewriter building under the British flag and employ in the neighborhood of six hundred men.

The growth of this business in Saskatoon is a complete answer to the hard time cry. There is business wherever there is a typewriter and you will look a long while before you find another city of 30,000 where there are 600 typewriters of one make.

James Clinkskill

Growth and Development of Pioneer Business Institution and the Part its Founder Has Played in Creating a New Empire in the Canadian Northwest

WHATEVER cause might be ascribed to the transformation that has taken place in Western Canada within the past decade the fact remains that underlying the entire period of activity has been the forceful lives of the pioneers who braved the dangers of the trackless plains and planted the standard of civilization and progress in what are now thriving cities enjoying all the luxury and modern ideas obtaining in the older centres.

In every gathering of men there is one or more who by force of fitness and ability to lead was singled out to bear the brunt of initiative and lay the foundation upon which the great things that followed were built. It was this individuality that gave to Saskatoon Mr. James Clinkskill, pioneer merchant, legislator, civic executive and one of the bulwarks of the city's business and social life.

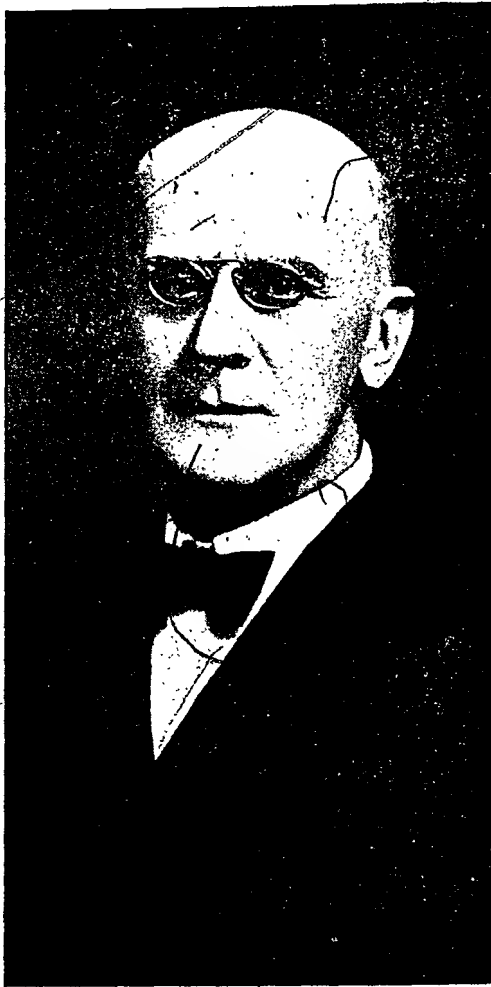
Born in Glasgow, Scotland, he began his business career immediately after leaving school, and following the call that had brought so many sturdy Scotsmen to Canada, where they were creating a new gem in the crown of empire, he landed in the east, only to follow the call further into the then almost trackless prairies of the northwest. In 1882 he came west to Prince Albert in partnership with Mr. T. R. Mahaffy, shipping his initial stock of merchandise via Lake Winnipeg and the Red River, thence up the Saskatchewan to what is now the thriving city of Prince Albert. In 1882 the business was moved to Battleford, the then capital of the northwest Territories. Two years later the northwest rebellion broke forth in all its fury, and Mr. Clinkskill's store was looted by the Indians and malcontents. When men were called for to defend the flag Mr. Clinkskill enlisted in the home guard and served until troops arrived.

In 1888 he was elected to serve in the first territorial legislature as representative from the Battleford district, sitting for ten years continuously under the then Premier Haultain. In 1902 he was selected by Premier Haultain to serve upon the executive council, resigning shortly afterward.

Returning to the executive head of his mercantile business Mr. Clinkskill in 1898 dissolved partnership with Mr. Mahaffy, and in 1899 extended his scope of activities to Saskatoon, retaining his store at Battleford. He purchased the establishments of Leslie & Wilson, comprising the only business house west of the river. At that time what is now the beautiful city

of Saskatoon was composed of a station, a section house, two taverns, and two or three dwellings.

His service in the legislative halls of the province caused his selection in 1888 to a seat in the Legislature.



JAMES CLINKSKILL

He continued to sit in the legislature until the passing of the Northwest Territories, thus having, with the exception of the term from 1899 to 1903 served continuously in the first legislative assembly of the territories.

When the city of Saskatoon felt the first impulse of a forward movement, Mr. Clinkskill was among those who stepped out in front and assumed a merited leadership. In the years that have followed, when a village made way for a metropolitan city, this leadership proved of inestimable value. With a natural penchant for keeping abreast of the times and a few strides ahead of the advance guard he began further business expansions. In 1906 he erected a block on Twenty-first street, which he still retains. This was considered outside the business district, but subsequent events proved the wisdom of his selection.

When Saskatoon began to assume the dignity of a town Mr. Clinkskill was called by the people to the mayor's chair and his constructive administration is reflected in the splendid civic structure he helped build. As it grew into a city the public continued to demand his leadership and in July, 1906, when Saskatoon became a city he was again chosen its chief executive. He took an active part in framing its charter. In the fall of 1910 he was again called to the executive chair and was re-elected for the year 1912.

During this tenure as a leading spirit in civic building Mr. Clinkskill was called upon to assume the task of assisting in launching upon an era of higher education for the province, being selected in 1909 as one of the governors of the Saskatchewan University, and on the expiration of his term was re-elected by the Senate. In 1911 the board of governors selected him as their chairman.

In 1906, Mr. Clinkskill, while mayor, took an active part in formulating and installing the water, light and sewer system of Saskatoon, and his administrations were marked by constructive legislation that has borne fruit in the form of one of the most modern cities of the west.

Among the business institutions Mr. Clinkskill has given to Saskatoon are two splendid retail establishments where the latest and best goods are served to the public. His Twenty-First street gent's furnishing store is a model of up-to-dateness and the same may be said of the handsome establishment on Second avenue.

Real Estate
Dealers

G. H. CLARE & CO., Ltd.

Firm Headed by Alderman Clare, Who Has Brought Scores of Settlers to the Saskatoon District.

Financial
Agents

MENTION of the name of Alderman George Herbert Clare and the substantial company of which he is the president, is significant to the people of central and northern Saskatchewan as synonymous with success, progress, conservative advancement and common sense cooperation.

Just a few years have seen such remarkable development in the city of Saskatoon and the surrounding territory to amaze even the most optimistic financier of east or west who a short time ago regarded Saskatoon and the northern portion of the province in the waste places of the north, somewhere near the Arctic circle, a district beyond redemption from an agricultural standpoint, and without virtues from the point of view of the investor. The cause and underlying reasons for this advancement and the wonderful strides toward metropolitanism made by the city at one time puzzled these scores of watchful financial captains.

Probing beneath the commercial cuticle reveals to the investigator the actual causes that have entered into the laying of the foundation for a great city, and

the one impressive fact which solves the problem to the stranger is that of the whole-hearted co-operations, sound business activity and ceaseless toil for the betterment of the city of men of the type of Alderman G. Herbert Clare.

Saskatoon has been built up by men who have been unafraid to roll up their sleeves, put their shoulders to the commercial wheel and work day and night if necessary to place the city on the metropolitan plane. Their efforts have not been fruitless. True it is that these men have garnered profits from wise investments but they have not been hesitant in reinvesting their dollars, keeping their money in circulation in Saskatoon, instead of leaving the city with the first flurry on the financial seas.

When Alderman Clare came to Saskatoon in 1903 the city was just launching forth in its initial building boom, and with the characteristic push and energy of his forefathers Mr. Clare plunged into the commercial whirl. For more than five years he conducted a general store with success and then branched out into the warehouse and distributing business. It was in 1910 that he established the G. H. Clare & Company of which he is the president and through the activities of this concern scores of settlers have been interested in city property and in farm lands surrounding Saskatoon. With the co-operation of Gordon S. Hunter, secretary-treasurer of the company, and his associates, Mr. Clare placed several choice subdivisions on the market which are now dotted with homes, business establishments and industries. The large tracts near the city have been purchased by men intending to establish factories. The Avaloff and Lakeview subdivisions, as well as holdings in Sutherland have been opened to the investing public by the G. H. Clare Company. In addition to these valuable holdings the company has handled a score of large deals in inside business property, Mr. Clare personally owning valuable Second avenue lots in the heart of the business district.

Philanthropy of Mr. Clare has been daily demonstrated through his endeavors to aid industries established in Saskatoon, both financially and through personal contact with big business men. At the present time he is president of the Saskatoon Pure Milk Company, a director in the Saskatoon Fair Association, a stockholder of the Saskatoon Saturday Press, one of the members of the executive board of the Board of Trade and the Industrial League, beside being identified

prominently with other commercial enterprises both in Saskatoon and tributary district.

Recognition of his meritorious works was given Mr. Clare in 1907 when he called called to serve the people of Saskatoon as Alderman. After serving two years he was again elected and was chosen chairman of committees dealing with the railways, parks, hospitals, finances, public works and other departments, his advice and counsel being sought by all members of the aldermanic board because of his remarkable foresight and sound, common-sense methods of doing business.

When the layman considers the fact that Saskatoon has such men of financial stamina and commercial foresight at the head of her city affairs it no longer remains a problem as to why the metropolis has made such remarkable strides during the last few years. These men have laid the foundation, but, they are not content to sit idly by and allow others to shoulder more than their share of the municipal burdens. Of Alderman G. Herbert Clare and his associates, the citizens of Saskatoon are justly proud.



Alderman G. H. CLARE



GORDON S. HUNTER



The Standard Trusts Company



Financial Institution Which Is Doing Much For Saskatoon and All of Western Canada by Lending a Helping Hand When Required

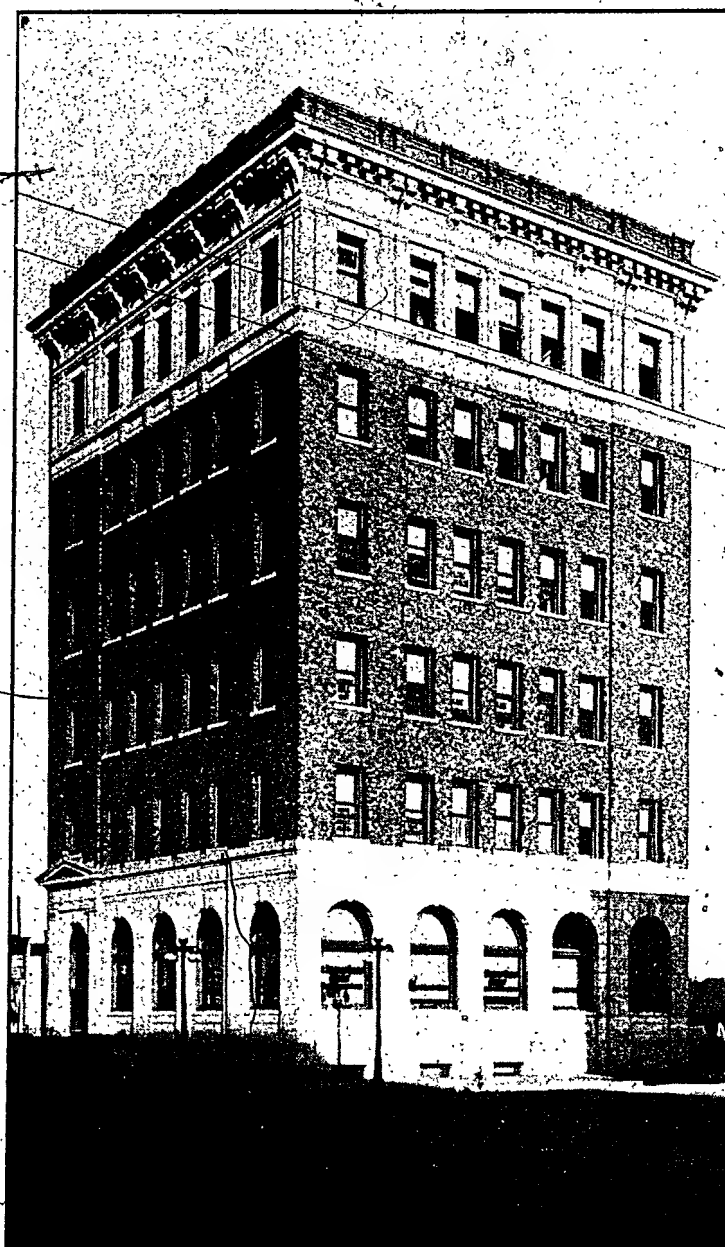
WESTERN Canada is but in its infancy. Thousands of dollars and weeks and months of time are still required to bring the district to the proper position where it will become listed among the leading commercial regions of the world. To the confident business man who has watched the safe and sane growth of the territory it is not a far cry to this condition of affairs.

In order that Saskatoon, Saskatchewan, and in fact the entire western district might make the strides witnessed during the last several years it has been necessary for financial concerns of merit to take a hand in the work and co-operate with the community leaders to place the individual districts well up in the financial scale.

lightning when provincial manager for the Company, established a small office in Saskatoon in 1905, after battling with the financial elements for several years, he little surmised that the home of the Company would in a few short years be the finest bank and trust building in the city, a six storey structure, 50 x 50 feet at Third avenue and Twenty-second street, in the very heart of the business district, just a block from the main avenue.

From this small beginning the business has grown to such proportions that the services of a trained staff of 25 employees is required to handle the growing patronage. During the last twelve months the Saskatoon office has accepted nearly 300 wills and estates to be managed and cared for.

concern in the province. The story of the unusual rise of Mr. Calder from a clerk in a grocery store in Manitoba to the managerial chair of one of the most substantial financial concerns of the Canadian west, has the gripping interest of a modern novel. When but 15 years of age he started work in the store at Glenboro, Manitoba, and several years later, when the business changed hands, he was appointed manager. In 1900 he entered the hardware business for himself in Saskatchewan, later entered the real estate business, and in 1905 was attracted to Saskatoon, because of its strategic location as a distributing centre. After serving two years as vice-president of the Saskatoon Loan and Realty Company, he became the sole owner of the concern.



SASKATOON HOME OF THE STANDARD TRUSTS COMPANY

It has been directly due to the incessant work of such institutions as the Standard Trusts Company that funds have been provided for this development, that the fortunes invested in the district have been properly handled when placed in their charge, and that the baneful influence of the careless dealer, familiarly known as the "wild-catter," has not been allowed to creep in and wither the hopes of the legitimate business man.

The history of the Standard Trusts Company in Saskatoon is one of unusual progress. Headquarters of the company are located at Winnipeg, while branches are operated at Edmonton, Vancouver and this city, and according to the last annual report of the Company the results at Saskatoon overshadowed those in the larger centres.

When the late Trueman F. Calder, who met an untimely end by being struck by

Importance of the Saskatoon office, headquarters for the province, may be judged from the following extract from the annual address, made by President J. T. Gordon, of the Standard Trusts Company, at the meeting of the directorate at Winnipeg:

"Our Saskatchewan business has grown. You will be surprised when I tell you that we employ nearly as large a staff at our Saskatoon branch as we have at the Head Office. The business has grown by leaps and bounds, and we have had a splendid revenue from there in the last year. We have the position of the Standard Trusts Company well established there, and I predict a good future for it."

The roseate future looming for the Standard Trusts Company has been made possible largely through work of the late Trueman F. Calder, who was head of the

and then it was that he was appointed local agent for the Standard Trusts Company, being named provincial manager in 1909. Through wisdom in investments and demonstration of his executive ability he was recognised among the prominent business men of the city. He was a director in the Canada National Fire Insurance Company, Director of Pure Milk Company, and president of Standard Investment Company, took an active part in movements of the Board of Trade, and was ever willing to aid meritorious movements for the betterment and upbuilding of Saskatoon and the surrounding district.

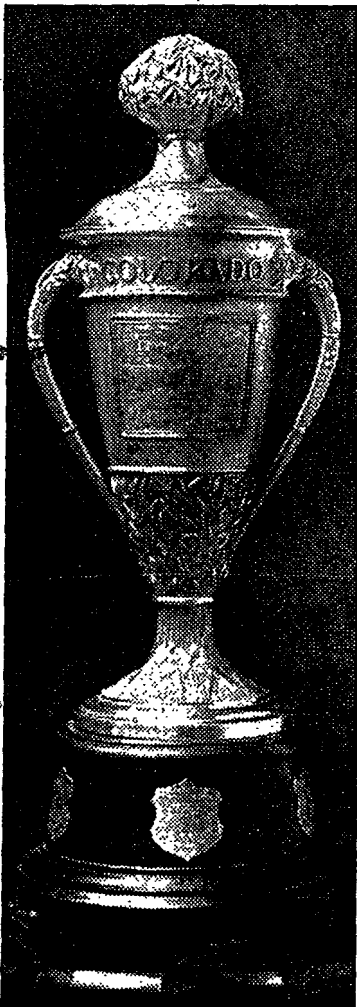
Matthew Murray, a trusted lieutenant of the Standard Trusts Company, has been selected to take the place left vacant by the death of Mr. Calder. His wide experience and enterprise assures the continued success of this substantial company.

Saskatchewan Oats, Grown by J. C. Hill & Sons, Win World Prize Three Successive Years

Colorado Trophy, Valued at \$1,500, Becomes Property of
Progressive Lloydminster Farmers Whose Careful
Common Sense Methods Have Won
Fame For The Province
and Dominion

WORK and not luck is responsible for most real successes in life and the case of J. C. Hill and Sons of Lloydminster is proof of the statement. To win the first prize at the Dry Farming Congress once for the best oats might perhaps be due to fortunate conditions, but to win it three years in succession in open competition against the farmers of the world, places the brand of oats raised at Lloydminster by J. C. Hill and his sons in a class by themselves. Their reward has been greater than the winning of the Colorado cup. This magnificent trophy is valued at \$1,500 and is now their property, but it is a small thing in comparison with far greater honors which the Hills' share with the province.

The town of Lloydminster is now known wherever farmers gather and the province reaps the benefit from an advertisement which money could not buy and which cannot be disputed in open competition with the world, Saskatchewan oats raised on Saskatchewan land and by Saskatchewan men have proved superiority.



The Colorado World Oats Trophy, Value \$1,500, Won by J. C. Hill & Sons of Lloydminster, Sask.

George Hill, in a letter to The Phoenix outlines the methods of cultivating and harvesting the prize oats, as follows:

Hills Follow Modern Methods

"We always expect to get our best yields of grain from breaking or summer fallow, but sometimes we find the quality is better from crops grown on spring plowed stubble. This was the case with us last year, when our seed oats grown on summer fallow yielded 96 bushels to the acre, but were not so uniform in size or color as the oats grown on stubble plowing, which yielded 67 bushels per acre.

I may say, that while not members of the Canadian Seed Growers' association, we follow their system in growing our grain, viz., growing a small seed plot of about a quarter of an acre, and selecting therefrom sufficient heads of uniform type and appearance to sow a similar plot the next season, repeating the process each season.

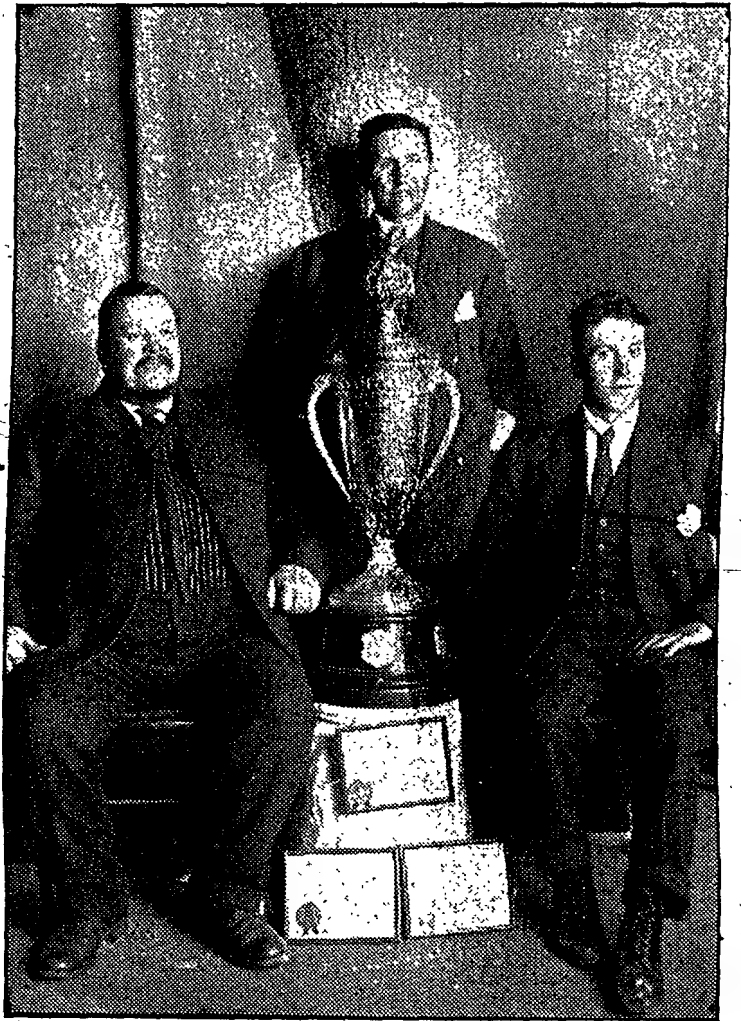
Use Care In Cultivation

"With regard to cultivation, our land is very rolling and scrubby, so when breaking we plow four inches deep and either disc or pack every other day. We do not bother with low spots which hold water in the spring, as they would take up too much time in seeding, and the resultant crop would lower the grade of the balance of field. When we finish breaking we usually go over it twice with the disc, which we consider should be small in diameter, 14 inches being the size we use, as large discs cut the sod into lumps instead of working the surface only. Then we give it two strokes with the smoothing harrows and leave it till the following spring. In the spring we give it one cultivation with the disc harrow, going diagonally across the field. Then we go over it with a plank float which makes a splendid level, fine seed bed. Then

we seed from three to four bushels of oats per acre, depending upon the germination test. After seeding we harrow and pack.

Soil Thoroughly Tilled

"In summer following we have never plowed deeper than six inches. We disc and harrow once in the early summer, land that is to be summerfallowed, and when we plow it we use a gang plow, and have one horse walking on the plowing drawing a section of lever harrows, which gives the land two stroke of the harrows as fast as the land is plowed. When the field is plowed we harrow across it and pack; usually harrowing about twice before freeze up. As soon as possible in spring we give the summer fallow stroke with light drag harrows and seed right away, following with a packer or harrows. We may say that, during the past seven years we have worked our breaking and summer fallow along these lines, and always sowing to oats, we have had an average yield per annum of 82 3-4 bushels per acre."



J. C. Hill And His Sons With The Colorado Trophy And Diplomas Won for Superior Oats

J. F. CAIRNS Department Store

JUST as some men are born leaders in the world of politics, on the battlefield, and in the work of empire building, just so are men born to lead the business world. It was this inherited genius that gave to the world its Marshall Field, John Wannamaker, Siegel Cooper, Eaton and other merchant princes of the older section of America, and the same inexplicable influence produced James Frederick Cairns, the merchant prince, business leader and empire builder of Western Canada. Although born in Lawrenceville, Quebec, his star of ascension has trended steadily westward until today the west is proud to claim him as its own. Among his scholastic achievements since beginning his education at Knowlton Academy at Quebec, Mr. Cairns' progress along the avenues of knowledge has led to eminent heights. He was gold medalist at Albert College at Belleville, Ont., and a member of the first-honor class of 1890, graduated from Victoria University, being especially equipped in classics. For nine years he was associated on the faculty of the Chatham Collegiate Institute, later entering the journalistic field as editor of the Canadian Wheelman, Toronto. Then he entered the theatrical world as manager of the Grand Opera House at London, Ont.

He became a resident of Saskatoon in 1902, and since his arrival has been identified with every movement that has had a direct influence upon building the beautiful city of his adoption. He began business in the mercantile line in a little building twenty-by-thirty-two feet, and immediately launched upon the career that has resulted in his own

pecuniary elevation as well as giving to Saskatoon one of the largest and finest department stores west of Winnipeg, comprising five floors and basement, each containing 14,000 square feet, or a total of 70,000 square feet.



J. F. CAIRNS

To equip and furnish the interior of the big department store cost a total of more than one hundred thousand dollars and the stock reposing therein is in keeping with the luxurious surroundings, embodying the acme of good taste and refinement in every depart-

ment, stocks being drawn from those centres that set the standard of excellence in dress both for man and woman.

Though carrying the weight of immense business cares upon his shoulders, Mr. Cairns finds time to play an even more important role in his relation to civic matters. His splendid mental attainments, forceful personality and sound judgment has been of inestimable value to Saskatoon, and in this regard an appreciative public has not been slow of appreciation. He served in the capacity of president of the Saskatoon Board of Trade and president of the Saskatoon Club; has been chairman of the Collegiate Institute Board since its formation; chairman of the Parks Committee; a director of the Saskatoon Industrial fair; director of the Travellers' Life Insurance Company of Canada, and a director of the Saskatchewan Power Company. It was through his connection with the Parks Committee that Mr. Cairns was instrumental in laying the foundation for the extension of the city's ambitious parks system, one of the most elaborate and economical ever undertaken by a city of Saskatoon's size.

As president of the Saskatoon Liberal Association, Mr. Cairns has worked diligently and conscientiously for efficient government.

Being an ardent supporter of clean, wholesome sports Mr. Cairns has given much encouragement to their promulgation, and as president of the Saskatoon Baseball Club has given a strong impetus to this premier sport in the city. It was through his instrumentality that the club secured its splendid new ball park.

CONTINENTAL OIL COMPANY

Distributors of the Products of the Famous Pennsylvania Oil Fields,
Motor Gasoline, and Kerosene Lubricants

DESPITE the popular belief there is as much difference in the quality of petroleum products as there is between spring and sea water. Especially is this true of gasoline, one of the most important necessities employed in the western prairie region. While there are many concerns vending gasoline in Saskatchewan there is but one handling the famous Pennsylvania paraffin base product and that is the Continental Oil Company, provincial distributors, with headquarters at 306 Ross Building. The Continental Oil Company was one of the first big distributing concerns to enter western Canada, and its plant at Saskatoon was erected with a view to caring for a large territory surrounding. This tank station, the site for which entailed the expenditure of approximately \$4,000, is located at Avenue M and Eighteenth street. From this station the products of the company are distributed throughout the province and supplied to the trade in Saskatoon.

It is due to the superior facilities for distribution and the quality of its products that the Continental Oil Company has been able to capture the bulk of the trade in this

district and has held it against competitors who have endeavored to market various oils. The products of the company are drawn from the famous Pennsylvania fields which produce the highest grade of commercial oil found in the world. This quality is due to the fact that Pennsylvania oils have a paraffin base, and require no intricate systems of refining, the products coming off being of the highest grade and standard in quality for use in gasoline-driven vehicles. Users of large quantities of gasoline have become impressed with the value of securing a product that is reliable in every way, giving the maximum of combustion and leaving no deleterious substances behind to injure combustion chambers and cause untold annoyances, such as beset the motor car no matter how perfect the make. As the majority of troubles are traceable to impurities in the fuel supply the products of the Continental Oil Company are a welcome boon to the country utilizing more of this class of power than any other.

The headquarters of the company in the Ross Block are in charge of Mr. G. Harvey, who has been located in Saskatoon for the past three years, and who through the employ-

ment of the Continental system has built up for the company a splendid business.

The kerosene and lubricants supplied by this company have been used throughout the civilized world for many years and are accepted as standard both by engineers and those employing them in their various fields.

It was due to the distributing system of the Continental Oil Company that the utilization of traction farming machinery was made possible in the west when the source of supply of fuel was far removed. The company established its stations at points most convenient to the farmer and despite the heavy expense of bringing in its product established a price schedule within the reach of all, despite the fact that it had a superior product and was in a position to exact a greater price than was procurable for the heavy asphalt oil products offered in competition.

If goods bear the Continental Oil Company trademark they may be accepted as the best that can be found in the market, and give better satisfaction and are cheaper than any other grade of petroleum products sold in Canada.

THOMPSON & CROCKART

ARCHITECTS AND CIVIL ENGINEERS

The work of this firm in Saskatoon includes such buildings as the City Power House; the Drinkle Corporation Office Building on Third Avenue; the Wilson Building, Third Avenue; the Bank of Nova Scotia, Second Avenue; Cold Storage Warehouse and Great Western Furniture Warehouse on Ontario Avenue; the Innes Stores on Victoria Avenue; the Teachers Hostel on McKinnon Avenue and numerous residences.

They also acted as superintending architects on the Bank of Hamilton, the Dominion Bank and the Royal Bank. The Warehouse of the Yorkton Fruit and Produce Co., at Yorkton, and the Town Hall at Hanley are also their work. Mr. R. M. Thompson has had a wide engineering and architectural experience in Scotland, India and Eastern Canada, and Mr. James Crockart, who joined him in Montreal, was previously trained in the old country.

Masonic Temple

SASKATOON

Manufacturers - Jobbers - Wholesalers

NOTICE!

If you have not already secured a Factory or Warehouse Site in this City **NOW IS THE TIME.**

For 10 years we have been on the ground floor in this City, and own and control many of the Best Trackage Properties in Saskatoon. We solicit your correspondence, knowing that we are in a position to give you valuable information and prices.

Reference: ROYAL BANK OF CANADA

Trackage and Warehouse Sites in the very heart of the City, at prices that will prove interesting to you. Nothing handled by us that we could not offer to our friends.

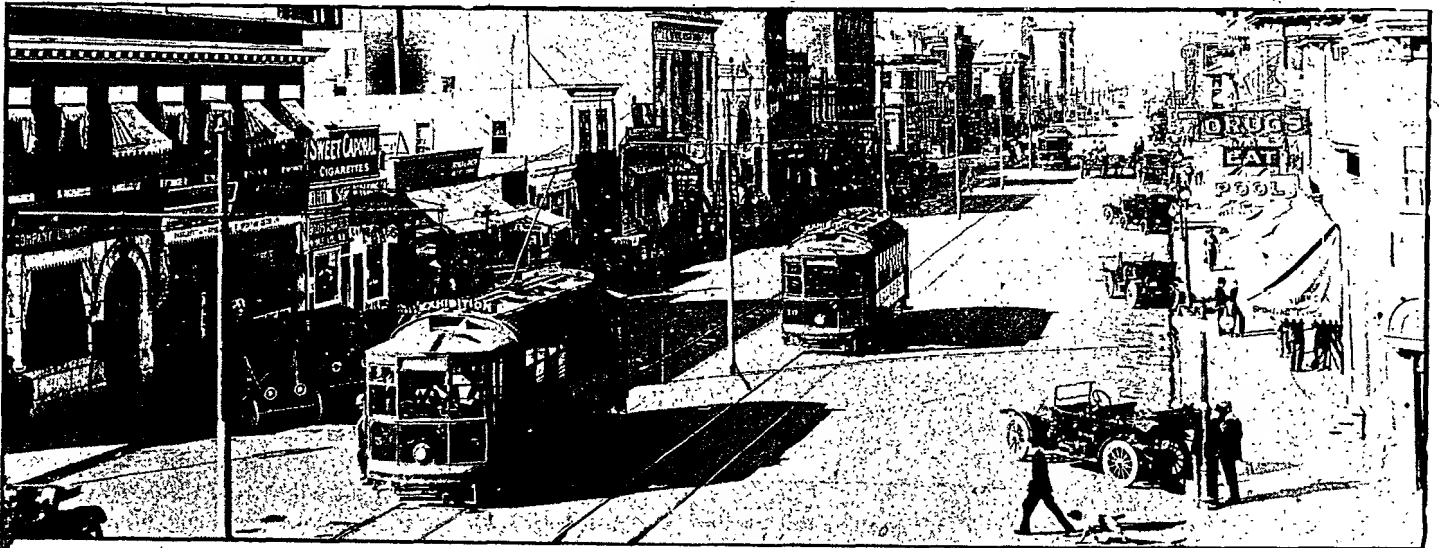
Yours for Extra Specials at Lowest Prices.

Ross Block

CURRIE'S SASKATOON

Saskatoon's Remarkable Development Due to Incessant Endeavor of "Live Wires"

Strides Made By City During Few Years Eclipse Achievements of Older Industrial Centres and Reflect Credit Upon The Hub of Northern Saskatchewan



SECOND AVENUE, SASKATOON, ON AN ORDINARY, BUSINESS DAY

PROGRESS is a word most dear to the westerner for it is typical of the activity which characterizes his every effort. This perhaps accounts for the reputation which Saskatoon early won in the records of western development for being a city of "live wires." The growth of Saskatoon has been phenomenal. From 1907 to 1913, inclusive, seven calendar years elapsed, but on that time probably 20 ordinary years measured by industrial development, passed by. Saskatoon simply developed at a rate which left the ordinary easterner spellbound until he came west and investigated for himself. Then he stopped wondering,

reached for his check book and began to help the good work along.

Saskatoon is a city with schools equal to the best, streets that compare with the great arteries of commerce, and buildings not surpassed west of the Great Lakes.

In the old world the transformation of bare ground into a city takes time, but Saskatoon was not looking behind for guidance. Precedent meant little to the men who realized the strategic importance of the city's location. To do was everything with them, and to do it quickly but thoroughly, and in a manner which would reflect credit upon their own work and upon

the city. Saskatoon is the best testimony to the way in which they succeeded.

The year 1907 was the first one in which an official record of buildings erected was kept, and from that year until the end of 1913, the figures have shown unusual development. Since then investors and others have turned their attention toward development of natural resources, and the result has been that building for the time has fallen off, while the men who are making Saskatoon are busy in an endeavor to make the development of the rural districts keep pace with the tremendous concentration of energy which produced this city.

Saskatoon Building Statistics

1907	-	-	-	\$ 377,211	1910	-	-	-	\$2,817,771
1908	-	-	-	175,625	1911	-	-	-	5,111,326
1909	-	-	-	1,002,055	1912	-	-	-	7,640,530
			1913	-	-	-	-	-	\$4,453,845

B. E. DUTCHER & COMPANY

Dealers in Fertile Farm Lands in the Saskatoon District Who Have Located Many Substantial Settlers in Saskatchewan.

SUCCESS in a chosen line of endeavor is seldom the result of opportunism or so-called luck. While prevailing opportunities might have a direct bearing upon the measure of success achieved, underlying the whole will be found the eminent fitness of the man or men for the result accomplished. This rule might be applied to any line of business, but it was never more vividly portrayed in Saskatoon than in the success of the firm of B. E. Dutcher & Company, of which Bert E. Dutcher is the head and guiding star.

When Bert E. Dutcher harkened to the call of the Canadian west and came to Saskatoon from his home in Minnesota he brought to the city an energy, foresight and spirit of enthusiasm that has won a place of prominence for the man as well as placing the city another notch higher in the plane of prosperity because of his activities.

Farm land and oil property have been the specialties of the B. E. Dutcher Company. Today Bert Dutcher is one of the largest farmers of the district, his theories and policies being put into active practice as well as being preached.

In 1904 the business was established by Mr. Dutcher on a small scale, this commercial captain-to-be feeling his way in the growing city before launching out into the financial whirl by investing heavily in real estate. Early in the game Mr. Dutcher realized the possibilities of development in the wide acres surrounding Saskatoon and decided to confine his attention to this branch of the business.

More than one million acres of land tributary to Saskatoon is listed with Mr. Dutcher's company to be sold to investors. Farm lands in every portion of the province, wherever the settler may desire to locate, may be had through the office of B. E. Dutcher & Company.

Two sections devoted to wheat raising only half a mile from Kindersley, owned by Mr. Dutcher, is perhaps the most beautiful spread of ground in the district. Mr. Dutcher has cropped this farm annually and has reaped crops of magnitude from the 1280 acres. In addition to this farm he owns another section six miles north of Saskatoon, which yields its annual reward and pours profits into the coffers of this enterprising realty dealer.

SYLVESTER T. ATKINSON

DRUGGIST

THE west is the field for the man of moderate means and a disposition to put the punch behind his efforts, find his field and assist in developing it. Whatever might be said of the fortunes accumulated in Saskatoon and the country surrounding, one cardinal fact stands out prominently and awakens a natural pride, and that is that they have not been due to inheritance, save in the talents that aided the men who have developed the country in their upward and onward march.

The successful business men of Saskatoon are those who came here with a purpose in view and showed the material of which they were made by plunging in and working out their salvation along practical lines. An example of this condition is shown in the success of Sylvester T. Atkinson, druggist, whose large and complete establishment breathes metropolitanism from its stock of drugs to the hundred and one things carried in a first-class drug store.

Mr. Atkinson has spent seventeen years in the drug business, and three years ago entered Saskatoon. Today his store carries a stock of the freshest and purest goods and practicing physicians insist upon the prescriptions being compounded at this house because they are guaranteed accuracy and thoroughness, purity and economy to the patient.

Mr. Atkinson is typically a westerner and one of the most optimistic and yet conservative boosters in the city. His success has been due to his own efforts and he sees equal opportunity for the man who chooses his line and then hews to it, giving a square deal to his neighbor and business rival and laboring to help the country as a whole.

In his expansion to the large and modern establishment at 246 Second Avenue South, he has drawn his stock from those manufacturers who have world-wide reputations for purity and freshness of their goods. This guarantees that prescriptions compounded under his or one of his graduate pharmacists carry every element of correctness and merit.

In movements looking to the advancement of the city's interest he has always been found enlisted with the most progressive element. Mr. Atkinson's success offers an example to those who are seeking opportunity in the west.

The King Edward Hotel

Leading Hotel Of The West Side, Owned by P. J. Schumacher and J. A. Ruetz, Which Has Attained Its Position of Prominence Through Dispensing The Best Of Accomodation To The Trancient and Local Patrons

HOTEL accommodations, that bogey which befronts every traveller and transient resident of a community, have been solved in Saskatoon through the cooperation of such men as Mr. P. J. Schumacher and Mr. J. A. Ruetz with heads of the city and through the efforts of men of this type to make the stay of the Saskatoon the most pleasant possible.

The KING EDWARD HOTEL HOTEL. This name is significant to the commercial man, the tired traveller

essary to build an addition of 40 rooms, the entire structure being daily filled at the present time.

So thoroughly have Mr. Schumacher and Mr. Ruetz organized the staff of attendants that the guest at the King Edward leaves the hotel with a feeling and knowledge that his every want has been satisfied and that his selection of that hotel as his Saskatoon headquarters has not been ill chosen.

The dining room, with a seating capacity of 80 guests,

well as every other article which enters into the preparation of a meal at the King Edward is carefully inspected by the heads of the culinary department before it is prepared for the consumption of the guest.

One of the most attractive features of the King Edward hotel is the commodious lobby, fitted with the most comfortable of furniture, deep, cozy leather-upholstered lounging chairs where the guest awaiting the hour of an appointment may rest-at-ease. Business men of the west side dis-



THE KING EDWARD HOTEL

or the busy resident of the city who makes his home at the prominent hostelry. The name King Edward is synonymous with comfort.

When this hotel was erected on the west side on Twentieth Street its 100 rooms were thought far too many to justify erection. The popularity of the hotel and the satisfaction of its patrons is told in the fact that only a few years after the original was erected it became nec-

essary to build an addition of 40 rooms, the entire structure being daily filled at the present time. Waitresses clad in sanitary, immaculate garments flit about among the guests who crowd this popular room three times every day, serving the food prepared by expert chefs in a manner which immediately converts the guest to the cause of the King Edward Hotel. Messrs Schumacher and Ruetz insist that only the best of produce be served on their tables. The meats and vegetables as

strict have come to regard the King Edward as the logical meeting place at which to greet their associates at luncheon or for a momentary conference. Hence the slogan—"Meet me at the King Edward". In the large rotunda are the cigar stand and the barber shop. Both of these attendant departments are headed by men of experience and reliability whose every effort is put forth to make the guest feel that he is actually welcome and comfortable.

ROY M. SCRATCH SIGN PAINTER

Manufacturer of All Kinds of Signs Including Elaborate Electric Displays That Hang Before Saskatoon's Business Houses



Photo by

ROY M. SCRATCH

Anderson

ONE of the things that creates a good impression in a city, especially to the new comer is its electrical display showing the up-to-dateness of its merchants and the metropolitan atmosphere that permeates the city.

As if in a night western cities have acquired all the things that go to place the stamp of progress upon their very aspect, and especially is this true of Saskatoon, where the first impression one receives when threading its business thoroughfares is that they are in a city of many thousand inhabitants. This is due to the many up-to-date electric signs and handsomely decorated fronts of its business houses, all of which are the product of a Saskatoon manufactory that is daily providing payrolls and keeping money at home.

This splendid condition of affairs is due to the enterprise and energy of Mr. Roy M. Scratch, owner of the leading sign works of the province. Mr. Scratch located in Saskatoon five years ago in the sign painting business.

Being a man of discernment and ready to keep stride with development he enlarged, adding electrical signs and displays to his commercial department. The business has grown until today he employs seven men, each one of whom is an artist in his line.

From waging a successful contest of the local field Mr. Scratch branched out and his field of activities now extends to all parts of the province.

The factory has been equipped to turn out any electrical design required and workmanship carries with it the stamp of perfection.

Previous to coming to Saskatoon Mr. Scratch was located at Detroit, Mich., where he learned the business and had opportunity to acquire full knowledge of the profession.

Specimens of his work in Saskatoon combine not only merit of display but a keen artistic conception.

Mr. Scratch is thoroughly progressive in his ideas, is a believer in the use of display in pressing business, employing large bill-board and bulletin space in advertising. Through his establishment advertisers utilizing bill-board space may have any design displayed in an attractive and convincing manner.

Since locating in Saskatoon Mr. Scratch has been numbered among the live wires. His slogan is known to every sign reader in Saskatoon—"Scratch Signs Anything." And Mr. Scratch is interested in every thing that is for the good of Saskatoon.

The Studio is located at 313 Avenue I South where designs and displays are kept for the guidance of the public, as well as facilities for creating special designs to meet any requirement. Mrs. Scratch is in charge of the office at 144 Second Avenue, South, upstairs.

In establishing his factory here Mr. Scratch has brought to Saskatoon a splendid factor in bringing the city up-to-date in every particular as well as giving it a substantial and prosperous industry.



—Photo by Anderson
C. G. ELLIOTT

ELLIOTT & SON

Harness Manufacturers
Repairing a Specialty
Horse Shoeing and General Blacksmithing
Carriage Building and Painting
Coal and Wood
Livery, Feed, Draying and Excavating



—Photo by Anderson
MILBURN ELLIOTT

VERSATILITY is a cardinal trait of the Anglo-Saxon and it is through his ability to master many subjects and capitalize his ideas that he has forged ahead of other races in working out his salvation. The west draws its greatness from the fact that it has gathered a collection of talents in a given purpose, and each has done his share in the work of empire building.

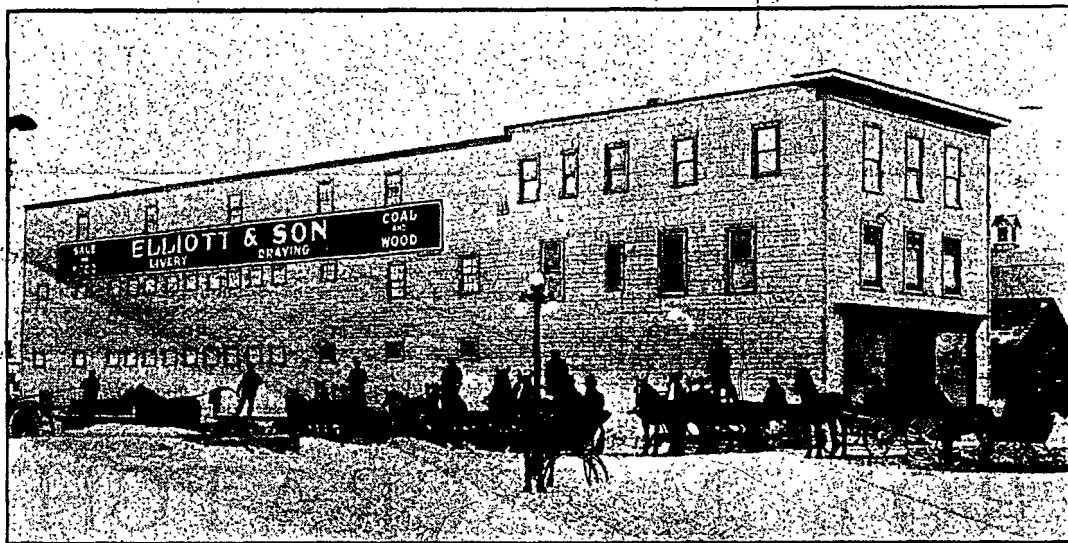
The country is not receptive to drones but honors the man who rolls up his sleeves, selects his tasks and contributes his energies where they will benefit himself as well as his neighbor. For this reason Mr. C. G. Elliott and his son Milburn Elliott, have won for themselves a high place in the business councils of the city, through the fact that they have ever sought to serve themselves and the public by providing the things for comfort and convenience.

Mr. Elliott came to Saskatoon four years ago and immediately cast about for a productive field. He established the present business and his son joined him later. The initial capital consisted mainly of courage and business genius. Today no one owns a more remunerative collection of businesses than Elliott and Son, Harness Manufacturers, Horse Shoeing and General Blacksmithing, Carriage Building and Painting, Coal and Wood, Livery, Feed, Draying and Excavating, with headquarters 326 to 338 Avenue B. south.

The livery stables house fifteen fine saddle horses, which are well groomed, kind and gentle, while twenty-five horses are employed in draying and teaming, the International Harvester Co., Saskatoon Hardware Co., Lynchkid and Ganguish Stone Works, The Western Corrugated Culvert Co., Tudhope-Anderson Co. Ltd and Farmers Lumber Co.,

being among the big concerns served by this department.

Year by year additional branches have been added to the business, and among them is the distribution of the famous Drumheller coal, which became available to Saskatoon markets last winter.



Winter Scene at the Headquarters of Elliott & Son.

From father and son the business now commands the services of twenty men, including four harnessmakers, carriage painters, woodworkers, iron workers, blacksmiths, stable men, teamsters and cooks.

Mr. Elliott takes a paternal pride in his

Since acquiring the local agency for Midland and Drumheller coal from Drumheller Elliott and Son has built up a splendid business, their ample transportation and delivery service permitting them to deliver in any quantity on the shortest notice, and the quality of the coal recommending it to the trade.

Because of the ability of Elliott and Son to fill promptly all fuel orders with the most satisfactory coal and wood at all seasons of the year, the patronage of the firm has rapidly increased. Drumheller coal is now being burned in scores of furnaces and stoves of Saskatoon, the purchasers being unanimous in the praise of its superior heating and lasting qualities.

Prices comparing favorably with those of eastern commercial centres are quoted by Elliott & Son, at Saskatoon.

Each of The Elliott & Son enterprises carries with it a distinction in perfection and economy and long service to the public

has been rewarded by the creation of one of the most remunerative collective business establishments of its kind in the city. Business methods and business brains working in unison for the public have brought results.

This splendid record of four years is an inspiration to the man now groping around in an endeavor to find his Eldorado, proving that energy, industry and correct business dealings meet their reward and that a man need not be a capitalist to carve for himself in the

land of opportunities—the Canadian West. Mr. Elliott is proud of his success and proud of the city in which it has been achieved and is one of the progressive business men who keep things moving and give of their best efforts and talents in speeding the city onward to even greater achievements.



Excavating Crew of Elliott & Son Preparing the Basement for a Second Avenue Skyscraper.

workmen, and aids them in many ways. Among his novel features and one which meets the approval of his employees is his boarding house where two cooks are employed to supply meals to those connected with the establishment, reducing the cost of living and giving everyone a home.



W. A. COULTHARD

Coulthard & Harrison

Insurance Company Handling The Business of Twelve Companies,
Whose Officers Are Taking A Prominent Part In Saskatoon
Building

sota, and North Dakota, where he paid particular attention to financial investment affairs as well as the insurance and loan departments of the institutions with which he was connected as cashier.

In 1903 he left the employ of the Bank of Aitkin, at Aitkin, Minn., where he was cashier, to cast his lot with Saskatoon and the surrounding territory. He organized W. A. Coulthard Agencies, Ltd., for the handling of fire insurance, conducted this concern successfully for a number of years, and six years ago was joined by Mr. F. E. Harrison, whose experience along Canadian banking, real estate and insurance lines added weight to the organization. As a judge of real estate values in the Saskatoon district, Mr. Coulthard has not a peer. He has further demonstrated his confidence in the future of the district by investing heavily in farm lands, taking crops from several thousand acres annually.

Through Coulthard & Harrison, Ltd., the large majority of farm and ranch buildings, city business blocks and residences in the Saskatoon district are protected from loss by flames because of policies written in the safe and sound concerns which they represent.

When Frederick E. Harrison joined the firm, Mr. Coulthard and his business gained a new impetus. Strictly business, endowed with an unusual foresight and equipped with a splendid knowledge of business methods, affairs and conditions, Mayor Harrison has again demonstrated his executive ability by placing his portion of the business on a plane of prominence. Like his partner, Mr. Coulthard, Mr. Harrison gained his early business training in the banking business, in 1904 being transferred to Saskatoon as manager of the Union Bank. Saskatoon was at that time making her first strides toward metropolitan success.

Mr. Harrison has been prominent in municipal matters, has taken an active part in work of the Board of Trade and the Industrial League and as recognition for his services to the city was elected mayor after serving as alderman for three years. His services in the executive chair of the city have been more than

satisfactory to the citizens, his business ability being brought to play at every council session.

Through the co-operation of Mr. Coulthard and Mr. Harrison, Saskatoon has been given a company of which the city is justly boastful. Among the many companies represented in the city are the North British Mercantile, Canadian Fire, General Animals Insurance of Montreal, British America Assurance Company of Toronto, Hartford Fire Insurance Company of Hartford, and a dozen others listed among the leaders in the United States, England and the Dominion.



MAYOR F. E. HARRISON

THIS is an age of specialization, the training of one's self to completely master the one profession or the one problem, enabling the man ambitious to serve the public to give greater satisfaction than if a "Jack of all trades." The specialist takes unto himself the respect and prestige due the master of the great problem and it has been through this specialization that gigantic achievements of the century have been made possible. Many men acquire a world knowledge of affairs, yet cling to the adage, "One thing at a time and that done well."

It was this knowledge of the prestige of the specialist and a desire to serve the people of Saskatoon in the most efficient manner that induced William A. Coulthard to enter the fire insurance profession in this city more than 11 years ago. Unafraid to toil ceaselessly for the growth of his business and for the betterment of the city, his goal has been reached. When Frederick E. Harrison, the honored mayor of Saskatoon, entered into partnership with him six years ago under the firm name of Coulthard & Harrison, new life and new strength was added to the business, and today the concern is the largest insurance and financial agency in the entire province. Spacious offices are located at Central Chambers, 217 Twenty-second Street East, the services of several trained insurance men being required to handle the growing business.

Just a bit of history: Mr. Coulthard was for many years identified with the banking business in Minne-



Peter Donald Stewart, M.D.

Type of Professional Man Who Has Been Identified
With the City's Business and Civic Advancement



IN its development and upgrowth the west has been exceptionally fortunate in having men enlisted in the work who represent the best business and professional brains of the Dominion.

When the first westward movement began those who went to make up the vanguard of empire builders were not the type who usually step out ahead of the moulders of public institutions and builders of our system of economics, but rather they were representatives of the type of men whose presence in any community makes itself felt in every line of endeavor.

Hence instead of the wild west as it was pictured to the uninitiated the country began its advance under the influence of modern refinement.

Among this vanguard who helped to lay the foundation for civic progress and promulgate the schemes of organization that at once gave to Saskatoon the habiliments of business prestige as well as properly organized society and ethical culture was Dr. Peter Donald Stewart, practitioner of medicine, civic servant and one of the pillars of the city's professional life.

Signally equipped through the advantages of a splendid education, Dr. Stewart immediately became a prime factor in city government, being chosen both to the city council and as first health officer of Saskatoon.

Born in Lucknow, Ontario, and receiving his earlier education in the Lucknow public schools and Collegiate Institute at Clinton, he journeyed west to Winnipeg in 1899, and engaged in teaching for a number of years. He became principal of the public



Dr. P. D. STEWART

schools of Gladstone during 1896 and 1897. He took up medicine at Manitoba College, Winnipeg, graduating therefrom, and in 1902 began the practice of his profession in Saskatoon. In 1906 he formed a partnership with his brother under the firm name of Drs. P. D. and H. A. Stewart, and established a splendid practice.

As Saskatoon began to feel the impetus of development and emerged from a village into a growing city, Dr. Stewart was singled out for the honors of its first medical health officer, and was chosen member of the council of the Board of Trade in 1903-04. He is a Captain of the Canadian Army Medical Corps, Medical Officer of the 29th Light Horse, and a prominent Mason, Odd Fellow and Knight of Pythias as well as Chairman of the Hospital Board.

Like the substantial men who bore the first brunt or organizing Saskatoon into a well-governed and well-built city, Dr. Stewart has been identified with the many movements that have fructified in creating a new gem in the council of beautiful and substantial cities of the northwest. He is one of the investors of the city and in combining civic interest with business and giving his share of talents to Saskatoon has become one of the big men of the city, and one to whom it has been proud to do honor.

Dr. Stewart delights in outdoor sports and is one of the most ardent supporters of amateur recreations on the field of athletics, being himself a devotee of football, tennis, curling and a hunter of big game.

Among his contributions to Saskatoon is the Stewart Block in the city business district as well as other structures.

Saskatchewan Wheat Wins World's Prize, 71 Pounds To Bushel

SASKATCHEWAN'S products, produced by men who pay particular attention to modern tilling methods, who spend weeks, months and years to the perfecting their seed, have won world's prizes, one of the most notable achievements of the Saskatchewan farmer being that of Paul Gerlach, of Allan, Sask., who in 1913 won the world's prize for producing wheat of superiority, grading No. 1, and weighing more than 71 pounds to the bushel.

In writing of his work for the betterment of other farmers of the province, Mr. Gerlach points out the value of paying close attention to the rudiments of common-sense farming. He writes as follows:—

"Marquis is a hybrid, having been produced by crossing Red Fife with a Red Hard Calcutta, and the product carefully selected, under the guidance of Dr. Saunders, of Ottawa. The advantage Marquis has over Red Fife is about 8 to 10 days earlier maturity, and about six bushels more per acre. The straw is very strong, of medium length, and the bald heads well chafed. As to milling value, it is fully equal to that of Red Fife. Now that Marquis has thrice in succession won the World's Championship there can be no doubt as to its superiority.

"I was born at Half-way, Michigan, in 1871, and spent nineteen years of my life on my father's farm. I then entered the business world expecting to find a pleasanter and a more remunerative field of activity. Quite by chance I heard of the great development of the Western Provinces of the Dominion, and decided to come out and investigate for myself. I came here seven years ago, and was amazed at the enterprise of the new towns and cities, and great fields of grain, the magnificent soil, the healthful climate, the clear, crisp air; in short, I was agreeably surprised in everything.

"I decided then and there to locate and share in the west's prosperity. I looked about for some time and secured a very good homestead (N.E. 28-32-1W3), south of Allan, on the Grand Trunk Pacific railway. My land, 320 acres, is a moderately heavy chocolate clay loam, and is very rich in plant food. It is of splendid texture for tilling, not too sticky, nor too sandy, and holds the moisture well. It is just rolling enough to afford drainage.

Favors Mixed Farming.

"After farming here a few years, I learned that there was some danger of early frost damaging the wheat, particularly if sown on heavy soil and sown late. I noticed an article in a farm journal telling of the qualities of Marquis wheat. I sent for five pounds, the quantity allowed to each farmer, and persuaded a few friends to secure an equal amount and pass the same on to me. In that manner I received fifteen pounds, which I sowed on breaking. The product I threshed with a flail, to assure purity. The next year I sowed the wheat on summer fallow and during the growing season I culled out bearded heads, other grains, also any weeds. This plan I followed each succeeding year, using great care in threshing to avoid mixing.

"My 1910 crop was particularly fine, and a sample shown at the Provincial Seed Fair secured the championship, scoring 96 points, weighing 66½ pounds, ranking highest in purity and second in milling value in its class. The next year my exhibit at the same fair was awarded second prize, scoring 94½ points, weighing 66 pounds, ranking first in purity and milling value in its class.

"After winning the Provincial Championship I wrote to Dr. Saunders, asking him for a small amount of a superior strain of Marquis. He advised to select from my own, as there was no better to be obtained. I then selected a bushel of the choicest kernels, which were sown in our garden. After the plants were headed out I carefully culled out all plants not to my fancy. I did this at least a dozen times. The product of this plot I re-cleaned and sowed on summer-tilled soil, and again the culling process was resorted to. I can assure you that I felt a thrill of joy as I rode the binder while cutting this field. The straw had just a tinge of green, and the grains were quite firm. I had sown a bushel to the acre, and the yield was 37 bushels per acre.

Paul Gerlach, of Allan, Tells
Farmers of Canadian West
of Results of Careful
Soil Tilling and Modern
Methods Adopted in
Cultivating Fertile
Fields Near
Saskatoon

"It became evident that I could not get a machine very early, so I hauled several loads of sheaves to the barn. The remainder was left in the stook or stack. It was the wheat stored in the barns that won at Tulsa, Oklahoma, weighing slightly over 71 pounds to the bushel, which I understand is a world's record.

"The other wheat was threshed late, causing a loss of several bushels per acre, and was of a somewhat bleach-sample, which, however, would not impair its value for seed.

"I am still further improving my wheat by hand selection, according to the rules of the Canadian Seed Growers' Association. While culling over the small fields above mentioned, I noticed some plants showing a superiority over the others, the heads were nearly square and filled from end to end with large kernels. I spent three days selecting a sack full of these heads, which I threshed in a bag to avoid any possible mixture. Last spring I sowed this seed in the garden, and after the plants were headed out, I weeded out any heads not true to the type I desired. As soon as the grain was ripe, I selected a sack full of heads conforming to my ideal. These will be threshed and sown next year. I shall continue improving my wheat, if this is possible.

"My main effort is toward conservation of moisture. In this I try to follow the Campbell system of soil culture (Campbell Soil Culture Company, Lincoln, Nebraska). In preparing summer fallow, I prefer starting the previous year, by following the binder with a disc harrow, discing the stubble as soon as the grain is cut, keeping far enough away from the standing grain to permit the large wheel of the binder to travel on solid ground. As long as the straw is standing, it acts as a blanket on the earth, preventing the evaporation to a large extent. As soon as the straw is removed, the protection is gone and sun and winds soon dry out the surface.

Four Reasons.

"By discing as stated, I gain in various ways:

"First, I break up the capillarity of the surface soil to prevent the loss of moisture through evaporation.

"Second, the soil is in splendid shape to receive a rain, and permit the water to enter the soil quickly, and to escape through evaporation very slowly.

"Third, by thoroughly mixing stubble, weeds, roots straw, etc., with the soil the surface of two inches or more, when turned under with the plow, will produce a fine root bed, whereas, if all this material were left without discing as is often the practice on most farms, the dry earth, stubble, etc., would be turned under all in one mass. This would cause an open, dry condition, which would be an inhospitable home for roots of plants. Water from below the depth of the furrow cannot reach the roots, neither can the roots reach the water. As soon as the moisture in the surface soil is exhausted the plants suffer.

"Fourth, by covering weed seeds at this time many will commence to grow and freeze during the winter. Those that do not die or those that fail to grow during the autumn, will grow early in the spring, and are then cared for.



PAUL GERLACH

"I do not recommend burning stubble unless there is too much to disc under.

"After seeding is finished, I disc the land to be summer tilled; this will kill many weeds, and cause others to grow. It also opens the soil to receive and retain the rains. As soon as the weeds have started growing, I begin plowing. I turn a furrow of about six inches, and shall go a little deeper each year until sufficient depth is reached. I follow with a packer every half day. I harrow each day's plowing before night to conserve what moisture I have. After each rain, which settles the mulch sufficiently to permit the capillary movement of the water to the surface, I go over the field with the Acme harrow; this kills weeds, and produces a perfect mulch.

One Bushel Per Acre.

"On the field that produced the wheat shown at Tulsa, I sowed one bushel per acre, to a depth of three inches, well into the moist soil below the mulch. I do not recommend that amount on all soils, or under all conditions. The seed was treated with formalin by means of an immersion machine. After drilling the ground was packed with a corrugated packer. This pressed the soil particles close to the grains, bringing moisture to them, and resulting in an even germination. By firming the surface, the moisture was brought from the lower into the upper soil, causing any weed seeds that were near the surface to grow. These were harrowed out just as the wheat emerged above the ground. I used a lever harrow with ten teeth set at an angle of 45 degrees. When the wheat had attained the height of about four inches, a rain settled the mulch, and the day following we again harrowed the field, getting rid of many weeds and establishing the mulch to conserve moisture and allow a more perfect circulation of air in the soil. There was nothing further done until the heads were visible. I then hired a man, and it became his duty to cull out any plants not true to type, other grain, or noxious weeds. In fact, I do this with all my fields.

Conserves Moisture.

"If I mix the stubble, straw, manure, etc., with the surface soil, then turn it into the bottom of the furrow and pack it down well, I crowd out all air spaces and bring moisture which causes it to decay, forming plant food. By harrowing after each rain if any consequence I prevent the escape of moisture. By plowing early in the season (for summer fallow) I have my food factory at work a long time, and under the effect of the heat caused by the summer sun, a large amount of food is extracted from the material plowed down, or from the soil particles, and held in soluble form, which is the only form in which plants can partake of the food. The richer the food, the less each plant requires.

I tilled the soil which produced the prize wheat as nearly as possible along the lines I have indicated, and by sowing only a bushel to the acre did not crowd the plants. Each had a full supply of rich food. The result was the world's best and heaviest wheat—over 71 lbs. to the bushel. The 1911 prize wheat weighed 65 lbs., and the 1912 64 lbs.

Potter's Limited

Saskatoon's Pioneer Cartage and Storage Company
Headed by G. W. A. Potter, One of the
Benefactors of the Growing City.

STRIDES made by Saskatoon during the last few years have not been brought about or made possible through the workings of luck or opportunism. This distributing centre of Saskatchewan has not grown to a city of 30,000 souls because of accidental machinations or through the activities of a designing coterie of men. It has been due to the substantial work of the men who came to the city when it was but a struggling hamlet with a few score hopeful settlers, the daily toil of these sturdy pioneers and their determination to win despite the cost in privations and the day and night vigil, self-denial and enterprising endeavors that have laid the foundation for the development of the city and the upbuilding of the coming metropolis of the province. It has been such men as George W. A. Potter, pioneer, proprietor of Potter's Limited, the pioneer cartage and storage company of the city, who have made Saskatoon what it is today. It has been directly due to the work of such settlers as G. W. A. Potter that Saskatoon is today recognized as the most promising city of Saskatchewan.

Citizens who have garnered gains through wisdom in investing their savings in Saskatoon real estate and business enterprises and who have, in turn, reinvested these profits in other city properties that the money might be kept in circulation in the city, are the citizens who have become the mainstays of the metropolis and whose influence has been for the best interests of the commonwealth. Such a citizen is G. W. A. Potter.

When residents of the Fifth Ward selected Mr. Potter as alderman to represent them in the city council his record of achievements was not forgotten. Alderman Potter, with the interests of the whole people at heart at all times, has made a record for progressive legislation, economy and justice during the time he has been a member.

Little more than one year ago Mr. Potter reorganized the cartage company which he had formerly disposed of and, harkening to the call of the old profession, started the Potter's Limited company on its way to success. Today the company is operating two storage warehouses which are taxed to their capacity, employs 30 men regularly and many more when they are needed, and keeps 50 horses ready for call of citizens, business

men and travellers at all hours of the day or night. Under the capable management of Mr. H. R. Galbraith, secretary and business manager of the concern, the



ALDERMAN G. W. A. POTTER

business has grown to proportions of magnitude, Mr. Potter, president and general manager, supervising the general operations of the cartage and storage de-

partments. Following the sad demise of Mr. W. A. Leach in February, the vice-presidency and management of the cartage department were placed in the hands of Mr. Garfield Irwin. General offices are maintained at 106 Twenty-fourth street east.

A glimpse into the warehouse of the company at 427 First Avenue North discloses to the doubter one of the reasons for the remarkable success of Potters, Limited. Acting as storage agents for the large wholesale dealers and commission companies of Winnipeg, Edmonton, Calgary and other cities of the Canadian west, Potter's Limited, receives carloads of groceries and other products to be stored in their warehouses until consigned in smaller lots to merchants in smaller cities of Saskatchewan. Then again there are the rooms set aside for the storing of household goods, furniture and stocks of goods held by Saskatoon merchants for replenishing purposes.

Two warehouses, both two storeys, are required to handle the traffic daily flowing to Potter's limited. The larger of these warehouses is 120x40 feet, while the smaller is 80x30.

When Mr. Potter came to Saskatoon and cast his lot with the city in pioneer days he little surmised that his single team and wagon would become the foundation for the businesses of which he is today the head. Several times during the years he has been a responsible resident of Saskatoon, he disposed of his cartage and storage business, yet he has inevitably returned to his former profession after devoting much time to the handling of other properties which he has accumulated through careful investments and wisdom in weighing financial situations.

In connection with Potter's Limited, Mr. Potter operates another company whose sole time is taken up with the handling of freight for the Grand Trunk Pacific railway. These teams transfer freight from the Grand Trunk depot to the main city of Saskatoon, alleviating aggravating delays and bringing the depot theoretically within the city limits.

Saskatoon is proud of the citizenship of Mr. Potter and his assistants, Mr. Galbraith and Mr. Irwin; their straightforward business methods and their unrelenting activities for the betterment of the city.

WOODSIDE'S LIMITED

Saskatoon's Greatest Purveyor of Pure Food Products
Who Has Built Up a Business of Magnitude in Three Years

PURITY in all things, whether it be food, drink, amusement, surroundings or any other factor that enters into the lives of modern day residents, has come to be the demand of the present century, the discriminating public insisting upon sanitation, the enforcement of rules governing the preparation of pure foods and beverages. The day of the careless purveyor of food products has passed into history and the morning of the era of the specialist and the caterer to the purity method has arrived.

Time has not marked many years since the antiquated country grocer with his general store was the idol of the countryside. With his wares exposed to germs and weather, his meats and dried fruits open to attack of all manner of bacteria, his fresh vegetables contaminated thoughtlessly by contact with unclean articles and as a whole his entire store a muddled mess of articles and products at one time popular.

With the passing of the don't-care grocer has come the establishment of modern institutions of real worth, catering to the better residents, keeping stock and store spotlessly clean, fighting dirt and dust at all times and dealing with customers in a manner which induces them to return and purchase supplies regularly. Such a store is Woodside's Grocery, Saskatoon's greatest grocery.

When Charles T. Woodside harkened to the call of the Saskatoon district in 1912 and came to the city from Portage La Prairie where he had been engaged in the grocery business for several years, he established the store



CHARLES T. WOODSIDE

"Where Quality Counts" at its present location at 126 Second Avenue N, devoting a portion of the space to a complete stock of crockery. It was not long before the grocery business attained such proportions through serving the customers with products of superiority, that it was necessary to eliminate the crockery and devote the entire store to the grocery stock. The result of this enlarging of store space has been to place the Woodside Grocery in the lead in that branch of business in Saskatoon.

Eight expert salesmen, spotlessly clad in white linen, flit about the store from morning until nightfall attending to the constant stream of customers pouring through the door and sending orders by telephone. Three delivery wagons are required to attend to the distribution of the daily grist of orders in every part of the city, the delivery being made without charge to the customer. William H. Madden, who has been with Mr. Woodside since the store was opened, has been placed in charge of the clerks and deliverymen and so completely is the system worked out by Mr. Woodside, followed, that seldom does a complaint reach the store, from patron, whether transient, resident or a farmer.

When Woodside's grocery was established in Saskatoon three years ago this city was given an establishment of which the metropolis is proud. It has kept abreast of the times and kept pace with the city in its march toward the metropolitan goal. As a citizen and business man Mr. Woodside is listed among the leaders, the men who have made the Saskatoon of the present day possible.

J. M. HACKNEY & COMPANY

Real Estate Dealers and Insurance Agents Whose Square Dealing and Straightforward Business Transactions Have Won an Envious Position For Them and The City

SASKATOON, the hub city of the district, has not been built in a day, nor have the achievements of the city been brought about through accident, or through the machinations of opportunism. Wonderful strides made by the city during the last several years have been made possible through the steadfast endeavor and conscientious toil for the betterment of the community on the part of men of such stamina and business reputation as the heads of the J. M. Hackney real estate company of Saskatoon.

When the business was established here little more than three years ago, the city was making the strides which have placed it in the metropolitan class. When J. M. Hackney cast his lot with the city, became associated with Charles M. Sclanders and others, and announced his intention of handling lands and insurance as well as farm loans and mortgages, Saskatoon gained an asset of which the city is justly boastful. During the years this company has been operating in the district the heads of the organisation have not only profited through their endeavors, but through

their conscientious endeavor the city and province have reaped the benefits of the influx of settlers attracted here through the work of the J. M. Hackney company and associates.

When Mr. Hackney became interested in farm lands in the famous Rosthern and Goose Lake districts, and began interesting investors of the United States and the Dominion in these fertile properties, he little surmised that his efforts would bring the results of the present day. His consistent endeavor, his refusal to be disheartened or defeated by the ill winds of the real estate profession, his ability to handle only the highest class tracts of land, whether it be in the city or agricultural districts, and his conservative, careful manner of handling the funds and interests of clients, have placed the J. M. Hackney company among the leaders of the profession in the Canadian west.

Financial connections of the company with organisations of stability in the eastern portion of the Dominion and in the United States and England, have enabled Mr. Hackney and Mr. Sclanders

as well as their associates to negotiate loans of magnitude and arrange the monetary difficulties of investors with the least possible delay and at satisfactory terms to the security holder.

During the years Mr. Hackney and his associates have been in business in Saskatoon they have not allowed business cares to hinder them from taking an active part in the affairs of the municipality and province. They have been found ever ready and willing to shoulder their share of the burdens of the city, and are at all times alert for the aiding of movements destined to bring about the advancement and betterment of the city, which has been placed in the metropolitan class through their efforts.

The name of the J. M. Hackney company is known not only in Saskatoon, but throughout the surrounding district as synonymous with solidity and satisfaction to the purchaser and investor. Men at the head of this sound concern are among the pillars of the civic structure. Their enterprise and activity has proven a boon to Saskatoon and Saskatchewan.

Hugh Edwin Munroe,

M.D., C.M., L.R.C.P., L.R.C.S., (Edinburgh)

Type of Empire Builder and Professional Man
Who Has Been Identified With Growth and
Development of Saskatoon.

TO the uninitiated who have never enjoyed residence in Western Canada vague conceptions of its resources, institutions, special and professional life, serve to leave them under the impression that it is an uncouth region lacking in the essentials to material and mental development. They are not aware that in its every line of endeavor the west has recruited the best brains and training, as well as developed delightful professional, business society. This is shown in the type of professional men identified with the labor of empire building, and who have participated in the laying of the foundation upon which Saskatoon has builded to its present eminence.

Possibly no city has more distinguished men enlisted in this work and among them is Hugh Edwin Munroe, M.D., C.M., L.R.C.P. L.R.C.S., (Edinburgh). Dr. Munroe is a native of St. Elmo, Glengarry county, Ontario, and was educated in the schools at St. Elmo and the high school at Alexander, he graduated in medicine at McGill University, receiving his M.D. and C.M. in 1903. In 1904 he began practice of medicine in Saskatoon, but his thirst for the highest branches of training took him to Edinburgh, where he pursued his studies in the University of Edinburgh and at the Royal College of Physicians and Surgeons. He received the degrees of L.R.C.P. and L.R.C.S. in 1905 and again returned to Saskatoon, having since then been identified with the medical profession in this city.

Owing to his high mental attainments and position in the medical world he was chosen by acclamation in 1907 to the board of governors of the Saskatoon City Hospital, was

appointed chairman of the board and is still identified with that institution in that capacity. In 1918 he was elected president of



Dr. H. E. MUNROE

the Provincial Medical Association and is fellow of the Physicians and Surgeons of Glasgow.

In addition to his recognition in the medical profession Dr. Munroe has been honored by

the lay citizens of Saskatoon, having been chosen to the city council, where he served from 1905 to 1907. During 1905 and again in 1912 Dr. Munroe was selected to represent the Conservative party in its contest for the Legislature, drawing a handsome vote from his party, but being unsuccessful of election.

Dr. Munroe is a prominent member of the Saskatoon Club, and is identified with many interests in the city, taking a prominent part in civic questions and enlisting in the ranks of those who have created of Saskatoon one of the most delightful cities of the west.

Despite the pressure of his professional duties Dr. Munroe finds time to contribute to the medical press, and has produced many instructive articles touching upon the profession.

Having large interests in the city, and a beautiful home, Dr. Munroe is one of the permanent developers of Saskatoon, and one of its most ardent sponsors. He is a Mason and an ardent devotee of curling and other healthful outdoor recreations.

In his success in Saskatoon is offered an illustration of what opportunities offer to young men of training and energy who put their best efforts forward and labor with those who have pioneered the west.

It is of such men the warp and woof of western society is woven, and due to their presence that permanency is given to its every institution, refinement and culture to its social life and a finished aspect to its general industrial, financial, professional and political evolution.

The Saskatoon Bottling Works

Most Modern Plant Of The Province, Headed By Percy T. Colbert, Which is Daily Supplying Superior Cooling Drinks To Saskatoon And Saskatchewan Consumers.

PURITY, whether it be in food or drink, is demanded by the discriminating populace of the present day. Volumes have been written, lectures galore have been delivered and warnings without number have been issued against possible contamination of edibles and drinkables by experts. These educating lectures and wholesome budgets of advice have been followed in many instances but it has remained for the producer, the manufacturer and the mixer to place these pure food products at the door of the consumer in such perfect form as to eliminate all danger of infection and spread of disease.

Saskatoon possesses no greater disciple of the pure food demand, no more enthusiastic follower of the plea for the best than Percy T. Colbert, proprietor of the Saskatoon Bottling Works, an institution which is daily supplying the city and province with the most wholesome of beverages, prepared in sanitary surroundings and under the most expert management.

When the Saskatoon Bottling Works was established in this city in 1905 by Mr. Colbert with a small plant and a staff in keeping with the establishment, the founder and the consumers little thought that the business would reach the proportions of magnitude of to day. Travel where you will in the province of Saskatchewan or in cities in Alberta or Manitoba near the boundary line, you will find the brand of the Saskatoon Bottling Works on the bottles of soft drinks served in the elite resorts and hotels.

From a small beginning Mr. Colbert has built up a business that is a credit not only to the city of Saskatoon but to the province of Saskatchewan. Entering in his efforts, Mr. Colbert has been insistent that the best in every case be given the growing patronage and as a result the Saskatoon soft drinks have gained name and fame wherever served. The plant at 418

First Avenue South is a model of cleanliness and wholesomeness. Sanitary conditions exist in every department, whether it be in the laboratory where the syrups are mixed, in the bottling department, the shipping room, the office or in the cleansing room. Before a bottle of ginger ale, soda or aerated water leaves the plant it is tested for quality and unless it meets the high standard set up by Mr. Colbert, is rejected and thrown aside.



PLANT OF THE SASKATOON BOTTLING WORKS

Products turned out by the Saskatoon Bottling Works are being daily shipped to all parts of the province, their superiority having won a remarkable patronage. Included in the many wholesome preparations turned out by Mr. Colbert's plant are the well-known Jersey Creme, orange and apple cider, Club soda, Belfast ginger ale, English ginger beer, and all the other popular flavored sodas and mineral waters of a non-intoxicating variety. Not a restaurant,

soda fountain, drug store or hotel in Saskatoon or other cities in prominent portions of the province but what advertises and keeps in stock the popular varieties of soft drinks turned out by the Saskatoon Bottling Works. Purity has won its way, while the combination of purity and quality by Mr. Colbert has won an enviable patronage for his establishment.

Wagons with courteous drivers make daily delivery trips to all parts of the city distributing the products of the bottling works. It has been largely because of the courtesy in dealing with the many patrons, combined with the quality of the product, that the success of the Saskatoon Bottling Works has been made possible. The dissatisfied patron has yet to appear whose grievance was not immediately remedied—and the complainers are few.

Although business cares, increased by the increasing patronage of the plant, necessitate the presence of Mr. Colbert at the plant many hours of the day, the proprietor has not allowed commercial dealings to hinder him from taking an intense interest in civic advancement and municipal enterprise.

Personal attention of Mr. Colbert is given the manufacture of bottled waters and beverages at the factory, yet he has found time to devote to the advancement of the cause of the city of Saskatoon and is reckoned high in the councils of commercial captains of the city. A native of Seaford, Ontario, Mr. Colbert has devoted the major portion of his life to the business in which he is now engaged, being at one time in the brewing business with his brother. The score of trained men whom the employs regard and respect him in no greater degree than do the residents of Saskatoon because of his enterprise, progressiveness, energy and ability. His citizenship is an asset to the city.

Saskatoon Cigar Factory

JAY M. GOULD, Proprietor

Home Industry That Is Turning Out Cigars Equalling Best Products Of Time Honored Establishments, And Which Promises To Become The Leading Institution Of Its Kind In The Province.

IN this day of old established brands and trademarks it requires more than courage for a manufacturer to attempt to enter into competition with a new product and capture a market apparently taken up by those who preceded him. The man who can do this and win has accomplished more than success. He has succeeded against heavy odds.

In order to win and hold a market the article produced must have more than ordinary merit. Mediocre goods have a short life and like mankind, must follow the rule of the survival of the fittest.

That is why one man has been able to rise from the ranks of wage earners to that of owner of the most up-to-date and modern cigar factory in the province, located here in Saskatoon, serving the entire north and central portions of Saskatchewan and gradually increasing the trade circle until the brands manufactured are known in larger centers of the Canadian West.

This man is Jay M. Gould, proprietor of the Saskatoon Cigar Factory which has recently opened new quarters at 325 Second avenue, south, a commodious factory that is a credit to the metropolis. It was in March of this year that Mr. Gould took over the business of this factory, apparently waning because of strenuous competition of eastern corporations. Unafraid, dauntless, Mr. Gould reorganized methods in vogue, began the manufacture of unequalled cigars, rolled up his sleeves and plunged into commercial whirl. Today the business of the factory has grown to such proportions that enlarged quarters have been made necessary and the employment of more expert cigarmakers is demanded. Five trained men, selected because of their efficiency, are kept busy overtime turning out the well known Don Ovando, the La Narita and the

new Quaker cigars which have gained more than local favor because of their unusual quality.

All his life Mr. Gould has been engaged in the cigar making business, working at the bench in the leading factories of the United States and eastern Canada before casting his lot with Saskatoon to manufacture an article to meet local trade. Mr. Gould has not been content to remain as head of one of the small industries. He sees bigger things in the future and is building accordingly. One of his best

approval. This stock is being daily replenished by direct importations from the famed tobacco growing centers of the world—all this to satisfy the exacting patron in the Canadian west. It is this winning on merit that has made Mr. Gould one of the prominent leaders of his profession in the district. So great has become the demand for these goods that jobbing houses do not consider their stocks complete without a full supply of all brands turned out by the concern.

The goal at which Mr. Gould is aiming is the employment of at least 25 cigar makers in the city, meaning the placing of between \$35,000 and \$40,000 on the payroll and the disbursal of that amount in the city among merchants and commercial institutions by the earners.

With the local patronage growing by leaps and bounds through the activity of this enterprising manufacturer and the support given the Saskatoon cigars in the province, this mark will soon be reached.

The fame of cigars manufactured by Jay M. Gould has traveled beyond the limits of the province. Demands are coming from east and west for the satisfying products of the Saskatoon factory and shipments are being regularly made to large centres where the cigars compete with those turned out by metropolitan factories.

Mr. Gould, aside from his work in the factory and with city patrons, makes regular visits to tributary districts. His success has been achieved because of the quality of the cigars

manufactured by his experts at Saskatoon. Untiring, ever on the alert, Mr. Gould has gained a position of personal prominence among the commercial leaders of the city, as well as placing cigars of unequalled merit on the market—the industry being a credit to Saskatoon and Saskatchewan.



JAY M. GOULD

"The Quakers" and "Don Ovando"—Saskatoon's Leading Cigars

brands, the Don Ovando, a cigar that has crowded to the back-ground many competitors, holds its present high place with discriminating smokers through sheer force of merit.

Being an expert in tobaccos Mr. Gould, knowing from what source the best brands come, has assembled a stock of materials which have proven ability to meet popular

Gerhard Heintzman, Limited

Pioneer Piano House of the West, Manufacturers of High Grade Art Instruments Which Adorn the Homes of Thousands of Cultured Citizens of the Dominion.

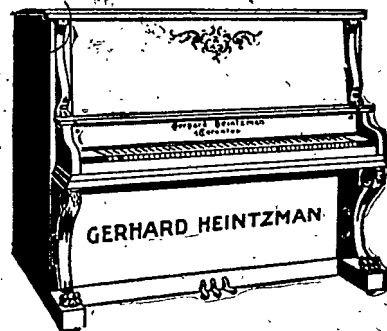


H. J. M. GLOECKLER.

CULTURE and refinement have taken the place in the homes of modern day citizens of the Canadian West, transforming the shack of the plains to a comfortable home equipped with the necessities which tend to make the fireside attractive. The modern inventions which have been brought into action to instill a spirit of repose and refinement in the residence, the electric light, telephone, well modeled furniture—as these have played their part in the uplifting of citizenship to its present lofty plane.

Yet there is one influence which has done more perhaps than any of the rest in instilling the refining influences—the piano manufactured by concerns which have been in the business for generations and which are capable of turning out instruments which were unthought of in quality of tone and construction only a few years ago. Standing in the lead of these piano manufacturers, the Gerhard Heintzman Company pioneers of the Dominion, and Canada's premier piano makers, looms far above its so-called competitors.

Saskatoon has been selected by this great company as the headquarters for distribution of these instruments in northern Saskatchewan and heads of the institution



have wisely selected Mr. H. J. M. Gloeckler as manager and superintendent of the district.

As an accomplished musician as well as a business man with a business training, Mr. Gloeckler has not only made the name Gerhard Heintzman well known in the province, has disposed of scores of these valuable instruments, but has given the residents of the region the opportunity they have been seeking for making their homes the homes of their dreams.

Encased in highly polished walnut, mahogany, oak, fumed oak, and other hard woods imported especially for that purpose, the Gerhard Heintzman piano has a proper home for the beautifully toned mechanism and sounding apparatus within.

The John A. East Iron Works

Thriving Saskatoon Industry, Known Throughout the Province, Which Has Been Built Up by Mr. East from a Mere Machine Shop to a Plant of Magnitude.

SASKATOON, "The Wonder City," has gained the name through remarkable advancement and achievements during the last several years of prosperity, yet no more convincing evidence of the strides made by the growing metropolis may be supplied than by citing individual instances of growth and business institutions such as the John A. East Iron Works, today the leading machine works and foundry of the entire province, John A. East being the sole proprietor and the manager of the plant.

Four years ago John East realized the strategic importance of Saskatoon and foresaw its ultimate position as the distributing point for a vast rich empire in central and northern Saskatchewan. Hampered by lack of funds yet endowed with a rare amount of push and energy he set about to open a foundry, hoping that some day the fates would smile on him and allow the expansion he planned. With but a small number of tools he purchased a small building at the present site and hung out his sign. Superiority of work soon began to tell. Business began to pile up, the men were unable to keep up with the demand for expert work and other men were added to the staff.

Today the name of the John East Iron Works is known throughout the province, and that the work turned out by the company is attested by the constantly increasing number of orders coming from all parts of the province.

From the small beginning made by Mr. East, the Iron Works has grown to such proportions that 20 trained experts are now given employment at the plant, the payroll being about \$300 each week. Mr. East owns the modern building which houses the plant at 117-121 Avenue C north, the structure having a floor space of about 5,000 square feet.

Success of Mr. East is typical of Saskatoon and the



JOHN A. EAST

thriving district surrounding the city yet Mr. East's holdings have not advanced from nothing to their present value in four years without strenuous effort and hard work on his part. Ceaseless endeavor and the determination to please and satisfy the wants of customers has placed the East Iron Works in a class by themselves in northern Saskatchewan.

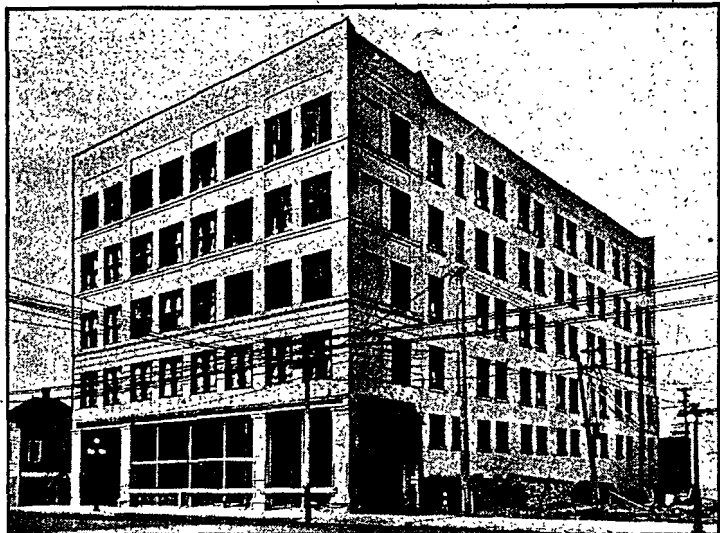
Just a glance at a few of the many achievements of the iron works during the last year or more, serves to convince the doubter of the importance of the plant to Saskatoon and the surrounding region:

Waterwork specials ranging from 4 inches to 30 inches of all types as well as large quantities of sewer castings have been supplied in various quantities to many of the Saskatchewan towns and cities including Saskatoon, North Battleford, Battleford, The Pas, Melfort, Kerrobert, Humboldt, Watrous, as well as all the castings for the installation of the entire sewage and waterworks system at Sutherland.

In addition to these larger orders, many large contracts have been filled in the city of Saskatoon among the contractors. Structural steel, ornamental iron and cast columns etc., have been supplied in various quantities for most of the business blocks erected in Saskatoon during the last four years. The plant has been a great asset to the agricultural machinery houses as well as the individual farmers, being able to repair and supply new parts in much less time than they could be secured from the factory. Saskatoon may well be proud of being the home of men of the enterprise and energy of John A. East. He has given the province an industry of merit which has removed the necessity for shipping repairs and materials from eastern centers and which has resulted in bringing thousands of dollars to Saskatoon and Saskatchewan.

JOHN CLARENCE DRINKLE

Wizard of Real Estate World, Who Tapped the Spring of Prosperity in Saskatoon and Started the Upward Growth of the City Through Courage in Investment



New Drinkle Block on Third Avenue



The Drinkle Building at Second Avenue and Twenty-first Street

WHENEVER some big enterprise is launched there is always standing out in front of his fellows one upon whom the mantle of leadership falls. These leaderships, be they business or political, social or educational go to the man who by example conveys to his admirers evidence of his fitness.

Thus Mr. John Clarence Drinkle, largest property owner of Saskatoon, millionaire and the man who erected the first modern brick structure in the city, came into his position as a leader of the business and financial life of Saskatoon, a position he has held since the day he startled the entire community by inaugurating the building period that has dotted the city with some of the finest structures in the province.

Mr. Drinkle's career reads like a romance. Such romances could occur only in the west, where opportunity awaits the man with courage and brains. His is one of those fortunes that is clean from the foundation up, and one that gives inspiration to the young man just upon the threshold of life.

Following his early school days in Waverly, Ontario, Mr. Drinkle received his business training as clerk in a store and through a disastrous business venture was bereft of capital and left in debt. A period of travelling on the road as a salesman, and he recouped his footing, paid off his debts and in company with Mr. F. E. Kerr, came to Saskatoon with a total capital between them of \$500. In April, 1903, they set up a real estate office. Saskatoon had but a few hundred persons within its confines in those days and settlement had not fully set in. Business was slow. Mr. Drinkle decided that the mountain would never come to Mahomet, so went to the mountain. He, with funds secured from mortgaging the firm's rig, went to St. Paul, Minn., and after a few months succeeded in disposing of some small parcels of land. When the rush started in September of 1903 Mr. Drinkle came into touch with farmers from Iowa, U.S.A., but failed to make a deal. He followed them home and by argument convinced them this was the land of promise. It was through this missionary work that his first big deal was consummated. It consisted of a commission of \$2,000, but this step in the right direction magnified the transaction a thousandfold in years that followed. The transaction awakened the interest of the Saskatchewan Valley Land Co. whose lands Mr. Drinkle had sold and the firm was made one of the representatives of the company in Saskatoon. Mr. Drinkle then purchased 10,000 acres from this company and began to sell it in small parcels. This was the first real estate firm in Saskatoon to buy a large tract, and the transaction obligated Mr. Drinkle and Mr. Kerr in the sum of \$50,000. It was sold within a month at a



J. C. DRINKLE

good profit. The next purchase from the same company was 10,000 acres. Then a new district opened and the partners secured two additional tracts in this comprising a total of 20,000 acres. The Drinkle way of doing things began to be noised about and by 1905 all of this land but 12,000 acres had been disposed of. Then the vision of a grand city in place of the village loomed before Mr. Drinkle, and he began acquiring city property, and acreage lying nearby. Some of his deals read like early-day mining romances in volume of profit and rapidity of consummation. He soon found himself in possession of a large fortune and with characteristic foresight and aggressiveness began encouraging the improvement of city property and financing some of the industries that have grown stronger each year. Among these was the erection of the Drinkle block, the first modern building on the city containing elevators. The public stood aghast at this venture, but awakened to its portent soon after. He then organized the Great West Furniture Company, Ltd., now the Great Western Furniture Co., Ltd. In 1906 he acquired all the stock of the local telephone exchange, and after changing the name of the company installed the latest automatic telephone system, the first of its kind in Canada. In the same year he built the first steam laundry in Saskatoon.

Some of Mr. Drinkle's purchases and sales of real estate reveal his marvellous perception as to values and opportunities. He bought 257 acres two miles north of the city in 1905 for \$3340, sold it in 1911 for \$120,000; bought 280 acres one half mile north of the centre of the city in 1905 for \$3000 and sold it in 1906 to the C.P.R. for \$40,500. These are but examples of his many dealings.

During the Balkan war he went to England and placed \$850,000 in 5 per cent bonds at 98 or 1½ lower than the city of Saskatoon issue of 5 per cent bonds. With the proceeds of these bonds Mr. Drinkle has been improving business property under the title of the City of Saskatoon Real Estate (Drinkle) Corporation, Ltd. This corporation was organized to take over the Drinkle properties but not all of them, he retaining many valuable sites, independently. He has constructed and owns the Drinkle block, the Telephone building, two storey building Third avenue and 22nd street, five-storey building Third avenue between 21st and 22nd streets, and his residence, one of the most beautiful in the province. He owns central business property on First, Second and Third avenues, 22nd street, W., 23rd street W., sites in other parts of the city and a tract of 210 acres within the city limits which is considered the finest property in Saskatoon.

He served in the city council in 1906-07 and has been the greatest power in civic and business construction.



Drinkle Building No. 2 on Third Avenue and Twenty-second Street



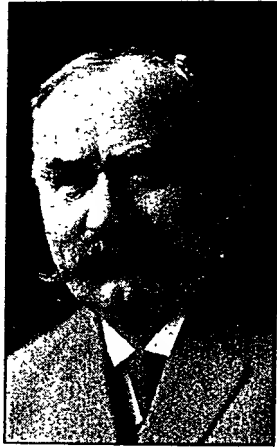
Beautiful Home, Overlooking the City, Erected by J. C. Drinkle

Canada National Insurance Company of Saskatoon

Head Office
307 CANADA BUILDING

Strong Corporation Composed of Men Who Wrested
Fortunes From Development of Saskatoon Who
Have Been Powers in the Uplifting of the City.

FOR many years all insurance moneys paid to agents in the west went east never to return unless through the stress of paying claims due to fire, death or accident. For this reason not only was there a steady drain of capital away from the country, but these funds went to finance other cities and strengthen the money market of these cities. But through the enterprise of local business men who have long been powers for good in Saskatoon this condition is rapidly undergoing a change and instead of funds being taken out of the country they are kept at home for reinvestment in gilt-edged enterprises, adding to the wealth of the city and province and giving Saskatoon a large and resourceful financial corporation. This happy result is being accomplished through the Canada National Insurance Company of Saskatoon, backed by the following big men of the city: E. J. Meilicke, lumberman; M. Isbister, post master; J. F. Cairns, merchant; Hon. A. P. McNab, Minister of Public Works; W. A. Coulthard, insurance broker; Fred Engen, farmer; Geo. A. Scott, M.L.A.; H. E. Meilicke, lumberman,



E. J. MEILICKE

R. M. Buchanan, broker; D. W. Beaubier, Financial broker, and C. W. Bolton, Managing Director.

The company was formed principally to take up rural fire and hail insurance, and in its four years of existence has grown into one of the strongest domestic insurance companies in the country. Its risks are confined to those centres that offer the least hazard and its affairs are administered along the most approved lines of fire and hail insurance, payments being met promptly and its funds being invested in approved interest earning debentures.

The effect of such an institution in Saskatchewan is far reaching, and forms the nucleus of a financial centre in this city that must play an even more important part as years go on.

The men who are back of the company have demonstrated their business judgment in the big fortunes they have wrested from western resources, each being a keen student of conditions present and future and in a position to come to the aid of enterprises that good judgment decrees sound and practicable.

The company is authorized to capitalize for half a million dollars, and was organized six years ago, entering the insurance field four years ago. Since then it has made rapid progress and grown stronger each year, until it is handling its share of business in the province, and intends extending its scope of activities to broader fields. The company carries thousands of policies written under its equitable plan, that gives the insured not only full protection but allows him to share in the work of developing the big financial institutions of the west.

Saskatoon, and the entire province, takes great pride in this big enterprise because of its value as emphasizing the resources and keenness of business judgment of those who have builded the city, and its influence in attracting additional capital to the city.

Being a home company, solidly financed and having ample resources the Canada National Insurance Company of Saskatoon at once becomes one of the best and safest institutions of its kind in the province.



C. W. BOLTON



MALCOLM ISBISTER

The Prescott Piano Co.

MUSIC in the modern home is becoming more and more the connecting link between the members of the family and the tie which binds the son and daughter to the cultured surroundings which it provides. Culture and refinement which lingers in the home where the sweet toned piano or organ is popular among children and older members go hand in hand with the musical instruments which form their integral parts. Transition of the village to the cosmopolitan city has brought about a growing demand for these finer things of life and it was to satisfy this demand for musical instruments of superiority that E. Russell Prescott opened the Prescott Piano House in Saskatoon. That their aims have been true and their goal reached is a fact well known to scores of citizens.

Mr. Prescott has been a church organist for 25 years, and has handled the "Steinway" in the States. He is an accomplished musician, and at the same time business men of tested and true experience, Heads of the Prescott Piano Company, have given to Saskatoon and the citizens of the surrounding district the opportunity they have long been seeking for the purchase of the refining influences surrounding the piano. Experts who direct the affairs of



E. RUSSELL PRESCOTT

Saskatoon Piano House Headed by Men
Whose Work Has Been A Boon to City

this company handle only the standard pianos, the instruments manufactured by the leading houses of the United States and Canada, and the instruments which have undergone the test of years of wear and use. Among the leading pianos for which the Prescott Piano Company has the agency in Saskatoon are the famous Steinway, the Nordheimer and Lansdowne and others.

Not only have these business men been successful in placing their institution on a lofty commercial plane in the city and district, but they have extended their zone of operation until the store is now the Mecca for many visitors from adjoining cities who desire the best in the musical instrument line. Mr. Prescott has become a valuable factor in the commercial life of the city and has been found ever ready and willing to aid any merited movement for the betterment and upbuilding of the city he has chosen for his future operations.

That business success is due for the most part to an abiding faith in the opportunity presented and a mastery of the details of a chosen calling, coupled with a big standard of business ethics, is displayed in the business of the Prescott Piano Company.

The Gratias Land Company, Ltd.

Financial Brokers and Realty Dealers of Merit
Whose Activities Have Been A Boon to the Growing
Metropolis

GREATNESS of the young province of Saskatchewan is dependant upon the young men who are today at the head of its business enterprises of prominence, men who in a few years will be the guiding stars for the flood of humanity which is bound to answer the call of the last great west, and men who have already demonstrated their fitness to shoulder burdens of municipality and province without faltering.

It has been through the efforts of men who compose such substantial real estate firms as the Gratias Land Company, Limited, that this fertile district is being peopled by the better class of farmers and city residents and it is to their activity and steadfastness of purpose for the betterment of the community that cities of the thrift of Saskatoon owe their present position. When the five Gratias brothers established the business in the city in 1910 and incorporated for \$100,000, Saskatoon gained a valuable asset which has on scores of occasions demonstrated its real worth to the city.

From the great farming district of North Dakota came the Gratias brothers, Walter, president of the company, preceding them and locating on a homestead near Saskatoon which has since grown very valuable. Endowed with a rare degree of business acumen, and foresight, Walter Gratias perceived the profits awaiting the new settler and advised his brothers to join him. Six years ago they came to Saskatoon and entered the real estate business in connection with their farming operations. In 1910 the business was incorporated and but a short time ago the business had reached such proportions that it was necessary to increase the capitalization to a quarter of a million dollars. These facts give the stranger a mild idea of the remarkable real estate business transacted by these enterprising business men.

At the head of this progressive concern stands Walter Gratias, as president and associated with him are Louis Gratias, First Vice-President; Otto Gratias, Second Vice-President; Roy Gratias, Secretary-Treasurer. These young commercial captains are all residents

of Saskatoon and the district, where they own hundreds of acres of fertile farm lands, and all are taking an intense interest in every movement for the upbuilding of the solid city.

The Gratias Land Company at the present time has connections with some 8,000 agencies throughout the United States, England and other countries.

Farm lands in the famous Goose Lake district have been sold to scores of soil tillers by the Gratias Land Company during the last several years. Glen Arbor, the beautiful Saskatoon subdivision, was opened to the investors, by this company.

As agents for the agricultural lands of the Canadian Northern railway, the Gratias brothers have been instrumental in interesting much outside capital, while their agencies in England and the United States have poured other thousands of dollars into the territory tributary to Saskatoon.

By making loans and taking mortgages on farm lands and city property the Gratias brothers have enabled the farmer with small capital to secure the necessary implements and erect demanded buildings.



J. S. Carmichael

F. C. R. A.—Administrator

Official Auditor for Saskatchewan. Expert Accountant, Financial Broker and One Who Has Helped Develop Saskatoon In Many Useful Capacities



DESPITE the fact that there is a streak of selfishness in almost every man's makeup it often occurs that this is crushed out through a community of interests that engenders a desire not only for personal success, but for the success of others. The man who occupies the most important position in organized society is the one who, while climbing, reaches back and helps his less fortunate compatriot to reach the goal. It is in the possession of these types of sterling citizenship that the west has built for itself a distinction typifying the highest ideals of humanity. And Saskatoon has its share of men who have not only helped to build the city and render it valiant service, but who have made it possible for others of good mentality but lacking opportunity to gain a foothold and travel on to comfort and independence.

Of such men Mr. J. S. Carmichael stands out prominently as one who has contributed much to the present glory of Saskatoon and bulwarked monuments in the hearts of his fellow citizens. Mr. Carmichael is an expert accountant and took the degree of F.C.R.A. (Scotland). He is official auditor for the province of Saskatchewan, and has been engaged in the work of administrator for some years. He has also handled many provincial debentures, placing them in the old country and otherwise bringing in foreign capital for investment.

During his residence in Saskatoon and the Dominion he has acquired valuable holdings in real estate, not only in Canada but in the United States, and is one of the substantial men of the city.

While his own affairs have taken much of his time, Mr. Carmichael has extended his field of usefulness by investing in enterprises that had for their object the laying of the foundation for others to meet success. In this way he has helped weaker men to gain a foothold through his backing and influence. He is interested in some local companies, and only the other day, with his extensive connection amongst moneyed interests induced one of the largest distributing houses in the country to build here, and that will be always to his credit.

Mr. Carmichael has placed money behind other ventures that have been successful, and in this manner has built for himself not only a strong circle of friends among those he has helped, but among the best business element, men who recognize the inestimable value of his service to the city development and encouragement of business industry.

His investments range over valuable inside residence and business property, much of the latter in the commercial district, and being among the



J. S. CARMICHAEL

most valuable in the city. It is computed something like a quarter of a million has been placed in the city quite recently through his offices, and some of the largest financial institutions are guided in their operations best by him.

Since becoming a resident of Saskatoon Mr. Carmichael has devoted much attention to the utilization of his influence and acquaintance in the old country to attract investments to Saskatchewan and especially Saskatoon, and it is due to his influence that some of the largest investments were brought in. His knowledge of public needs, and all those elements entering into the conduct and opportunities of a growing city with substantial institutions has placed him in a position to wield a tremendous influence among distant investors in placing the city's debentures.

Such men as Mr. Carmichael give a soundness and stability to a city's business and social life, and his success in Saskatoon exemplifies his good judgment in selecting it for his field of operation.

Mr. Carmichael directs his affairs from his offices, 602 Ross Building, where he untangles business confusion for the many commercial houses requiring his services.

In the land whence he came Mr. Carmichael stood high. He was regarded as one of the most accomplished public speakers, and there are few cities in auld Scotland where his voice has not been raised for the causes he espoused. Few knew so many members of parliament in St. Stephen's, London, as he, and on more than one occasion he was the guest of the greatest living orator, Lord Rosebery, at his residence on the Forth, and he is personally acquainted with some of the principal members of the British cabinet, not excluding the present Prime Minister. He came to Canada of his own accord, and his experience as president of a large insurance society there, his knowledge of public affairs, and the moneyed interests he now represents, including eastern Canada, United States and the old land, stamp him as one who will fill an important niche in many walks of life, should he care to do so.

He represents the Northern Trusts company, and administration of estates has formed a not unimportant part of the works of his office. He was discreet enough to become associated down east with large institutions, being acting managing director to a large mortgage association, as well as treasurer to one of the largest milling combines in Ontario. Some of the interests he was identified with in the old country are important factors in his business here.

JACK LOWES "The Men's Man"

Enterprising Clothier and Complete Outfitter of the Man Who Cares, From Hat to His Shoes

Progressive, Active in Commercial and Fraternal Lines and a Factor in Developing Saskatoon.

TRANSITION of Saskatoon from the village to the metropolitan stage has brought in its wake the revising and virtually the revolutionizing of the mode of living, the manner of dressing, methods of conducting business affairs and the placing of citizenship on a new and modern plane of endeavor. Perhaps the most noticeable change in the aspect of the city, aside from the architectural grandeur is that of the adoption of modern styles of dress and attire, the shoddy garments suited to the village and frontier being cast aside for the clothing fitted and designed by up-to-date manufacturers and dispensed by men of experience who have so reorganized commercialism as to make purchasing a pleasure.

When John W. Lowes, leading men's dealer in the city, gave Saskatoon the complete establishment which occupies commodious quarters in the Kerr Block, 242 Second Avenue south, he brought with him the talent required to meet the demands of the most discriminating dresser and established an institution which has brought praise, credit and prosperity to the owner as well as becoming an asset to the city he has selected as his home.

The success of Jack Lowes, "The Men's Man," has not been accomplished in a day. Through careful, consistent study of conditions, strict attention to sound business principles and shrewd observation of styles and materials, Mr. Lowes has provided the men of Saskatoon with one of the most complete lines of men's attire in the province.

Individuality in dress is the aim of the exacting man and it has been to reach this demand that Jack Lowes has kept his store abreast with the times and conditions. The newest of styles, whether it be in shoes, hats, clothing, overcoats, full dress, or other garments worn by



JACK LOWES

the busy man of the present day are found first at the Lowes store and the slogan "Jack Lowes Sells Good Clothes" is a reality rather than a catch phrase.

Whether it be a semi-ready suit of the best of texture, a hat, a collar, shirt, bathrobe, socks, cravat, underwear or other article which enters into the attire of the correctly clad man, Jack Lowes has it, and this fact has come to be known to every man in Saskatoon who pays particular attention to his appearance. During the years Jack Lowes has been in the gent's furnishings business in the city he has built up a clientele which is the every of competitors.

Mr. Lowes, known to all his friends as just plain "Jack," does not allow his business cares to detract from his constant interest in civic, provincial, fraternal and sport affairs of the city and province. Known as one of the best sportsmen in the city, an ardent follower of baseball, one of the biggest boosters for the "Quakers" and a solid supporter of clean sport of all lines, football, tennis, golf, racing, riding, cricket and lacrosse, the familiar face of Jack Lowes may be seen at all matches of merit in the city.

Popularity of this progressive clothier has placed him in positions of honor among his associates. He is today the Exalted Ruler of the Saskatoon Lodge of the Benevolent and Protective Order of Elks. His kindly influence, cheering manner and good fellowship have meant much to the organizations with which he is affiliated. Ever willing and ready to lend a helping hand, alert to secure the article which will fill the demand of his patron, conscientious and conservative, yet progressive and wide-awake, Jack Lowes and his clothing store are valuable assets to the city of Saskatoon. Ask an acquaintance. The answer is always complimentary and affirmative.

The Saskatoon Brick & Supply Company, Limited

Manufacturers of Sandstone Brick, Who Have Supplied the Brick For Most of Saskatoon's Largest Blocks, Schools, Churches and Warehouses.

DEVELOPMENT of a city is largely dependent upon the supply of building materials at hand and upon the facilities for supplying the necessary articles at the time and place required. It was but a few years ago, during the days when Saskatoon made her first strides towards the metropolitan goal, that builders were forced to seek their materials in far distant fields, which constantly meant aggravating delays and loss of money due to neglect and oversight on the part of the shippers. Today conditions are changed, and the contractor now looks to Saskatoon manufacturers to supply his wants.

When the Saskatoon Brick & Supply Company, Limited, commenced operations in 1910, on the west side of the city, giving employment to half a hundred men, whose homes are in Saskatoon, the eyes of the wondering doubters were opened wide in amazement and a new industry was placed at our doors which has built up an enviable business during the four years of its existence.

Backed by prominent men, who have already won their place among the financial leaders of Canada, and under the splendid management of one of our foremost city fathers, Alderman James W. Wilson, the concern has been all along self-sustaining, and has thoroughly justified its establishment by these gentlemen.

With years of valuable experience behind him in the brick making business in Eastern Canada, and a thorough knowledge of all its many details, and with a keen foresight of the future of Saskatoon, Alderman Wilson decided to locate here and to undertake the management of the company. He secured the site on Eighteenth street west, served by the Canadian Northern and Canadian Pacific railways and immediately set to work to install one of the most modern systems of brick making machinery in Canada. It was but a short time ere the up-to-date machinery was in full working order, and turning out many thousands of beautiful and substantial bricks daily, and it was then that the novel idea of covering in the machinery with a brick building of its own manufacture was carried out, and the plant completed. The plant has now a capacity of

69,000 bricks daily, and for many months in the year is working at full capacity in order to supply the ever-increasing demand for this Saskatoon-made sandstone brick.

These bricks are made in the natural color and in red, buff or other colors to suit the selection of the purchaser. Sand and lime are the principal ingredients used, the bricks being pressed by powerful machinery.

The concern has supplied brick for all the city public schools for the last three years, these

the Tees & Persse six-storey warehouse, the McLaughlin Carriage Company Garage, the four blocks owned by Frank S. Cahill, the Drinkle Buildings on Third avenue, Marshall Sons & Co. warehouse in the Industrial League factory district, the Bell apartment block, Woodry apartment block, the Standard Trust six-storey building on Third avenue, the Ross block, and a great many others.

In addition to supplying material for local work, the company also carries on an exten-



Plant of The Saskatoon Brick & Supply Co., Ltd.

contracts alone requiring upwards of five million brick. The product was used in the stately Third Avenue Methodist Church, and in the handsome building of the Wesley Methodist Church, the brick used throughout was this Saskatoon product. Included in the long list of business blocks, warehouses, etc., erected with brick made in the city by the Saskatoon Brick & Supply Company, Limited are the Codville warehouse on First avenue, the new Bank of Nova Scotia on Second avenue, the large tent and mattress factory of Stamco, Ltd.,

sive shipping business, and having both a C.P.R. and C.N.R. siding at the works, the facilities for this purpose are excellent, and many hundreds of thousands of this Saskatoon made brick now adorn the walls of schools, public buildings, etc., in other towns and cities in Saskatchewan, within a radius of 200 miles from this city.

The city office of the company is in the Kerr Block, 242 Second Avenue South.

"Lang may its lumms reek.?"

P. L. SOMMERFELD COMPANY, LIMITED

Lumber, Builders' Supplies, Coal, Wood Lime, Cement—One of Saskatoon's Best and Biggest Business Institutions.

EQUIPMENT for meeting the needs of the community, responsibility for its transactions and ethical principles in its dealings are the cardinal essentials to the success of a big business concern. In the employment of these principles from the start the business man builds up an asset that remains as an enduring factor to serve him during the most spirited periods of competition, and give stability to his enterprise when business depression affects his competitor.

It is upon these fundamental principles and ability to gauge the demands of the city and meet them in advance that has made the P. L. Sommerfeld Company, Limited, 829 Broadway South (Nutana) one of Saskatoon's largest as well as most responsible business institutions.

The business was established six years ago when Mr. P. L. Sommerfeld gave up farming operations to utilize his wonderful business talents in helping to build Saskatoon.

He has had associated with himself Messrs. H. H. Sommerfeld, vice-president of



P. L. SOMMERFELD

the company, and Mr. E. H. Smith, secretary-treasurer.

Through trade progression the company became associated with the R. B. Irvine Company, thus giving it a more commanding position in the business world. One of the largest supply houses for lumber and building material was established at Nutana, the sheds having a floor space of five thousand square feet. The stock carried is valued at approximately twenty-five thousand dollars, and consists of lumber, builders' supplies, coal, wood, lime, cement, etc.

In 1911, Mr. P. L. Sommerfeld was chosen by acclamation as alderman, and became the candidate of the Conservative party in the contest of the Saskatoon riding, being defeated by but thirteen votes for this honor.

Mr. Sommerfeld is also one of the large land owners of the city, and is one of those who made Nutana the beautiful residence district.

Modern Methods of Present Day Soil Tillers Lighten the Burden of Saskatchewan Pioneers

THE OLD
METHOD OF
TRANSPORTATION
IN
THE WESTERN
PROVINCES



THESE OX TEAMS
ARE STILL
BEING USED
IN
THE ISOLATED
DISTRICTS

By JAMES CLINKSKILL

THE lot of the immigrant arriving in Western Canada today is vastly different from that of the prospective settler at the opening of the country. Following the "discovery" of Manitoba and the immense tract of Hinterland lying west and north west of that province as far as the Rocky Mountains and north-west toward the great Peace River district, there was an advance of adventurous pioneers into the long land of boundless prairie.

The year 1882 when the steel of the Canadian Pacific Railway had reached Flat Creek a short distance from Brandon and now the lively town of Oak Lake, saw large parties starting out with prairie schooners drawn largely by oxen. Many of these parties travelled long distances before arriving at their location, passing through very fine districts, but always buoyed up with the hope and impression that farther on were still better locations.

The Qu'Appelle Valley was a locality spoken highly of, the country around the foot of the Moose Mountain was another, others again made for the Regina district, the new capital of the Territories, having just been

located at the Pile of Bones Creek. All these places were a long distance from the end of the railway and getting there meant many weary days of travel over cart trail made by the traders and hunters. There were no bridges over creeks, nor any means of getting around swamps or alkali flats. Each difficulty had to be overcome as best might by the hardy pioneers. Few of them in selecting their locations gave any thought to the distance from projected railways and the difficulty of getting supplies and of marketing their produce.

The ensuing years were marked with privation and hardship. One settlement south of Moosomin had from 40 to 75 miles to travel to market for supplies or sale of produce. This continued for about fifteen years before railway branches entered the district. The Temperance Colony on the South Saskatchewan, on the site of the present city of Saskatoon, drew supplies from Moose Jaw, some hundred and fifty miles for eleven years before being relieved by the construction of the Regina-Prince Albert line.

Besides this drawback, these early settlers had to contend with farm difficulties, the dry seasons of the early eighties burning up their crops.

The heavy soil along the Canadian Pacific Railway in the Regina and Moose Jaw districts proved difficult to cultivate. The government, recognizing the neces-

sity for improving the condition of affairs, established the Experimental Farm at Indian Head.

Those who settled near Prince Albert in early days were better off; that being an important Hudson Bay post, and a better market was found for produce.

Around Battleford some attempted to settle on account of its being headquarters of the Indian Department and an important North West Mounted Police Post. These government institutions requiring supplies of various kinds, such as beef, oats, wood, hay, potatoes and vegetables and other farm produce, found a market for the neighboring settlement. The merchants there had to transport overland from Swift Current a distance of two hundred miles, all their supplies and gave employment to a number of the settlers who contracted to team the goods.

Today the incoming settler has everything made easy for him. The country is rapidly being gridironed with railways. There are obliging and efficient immigration officials to advise them as to location and means of getting there, Experimental Farms in various districts, and Agricultural Colleges. These institutions also recognize the social aspect of the settlers and lady lecturers visit towns establishing Homemakers' Clubs, interesting the women in the elevating of house life on the farm.

THE WESTERN FOUNDRY & MACHINE CO. Ltd.

From Blacksmith Shop to One of the Most Important Iron Working Industries of the Province

MANUFACTURING in the west being in its infancy and in the experimental stage, any success that offers an insight to the opportunities awaiting the man of business brains and energy at once takes on a double importance not only to the city that is so fortunate as to have been selected as the scene of development, but to the public at large, and especially the investor seeking a field of endeavor.

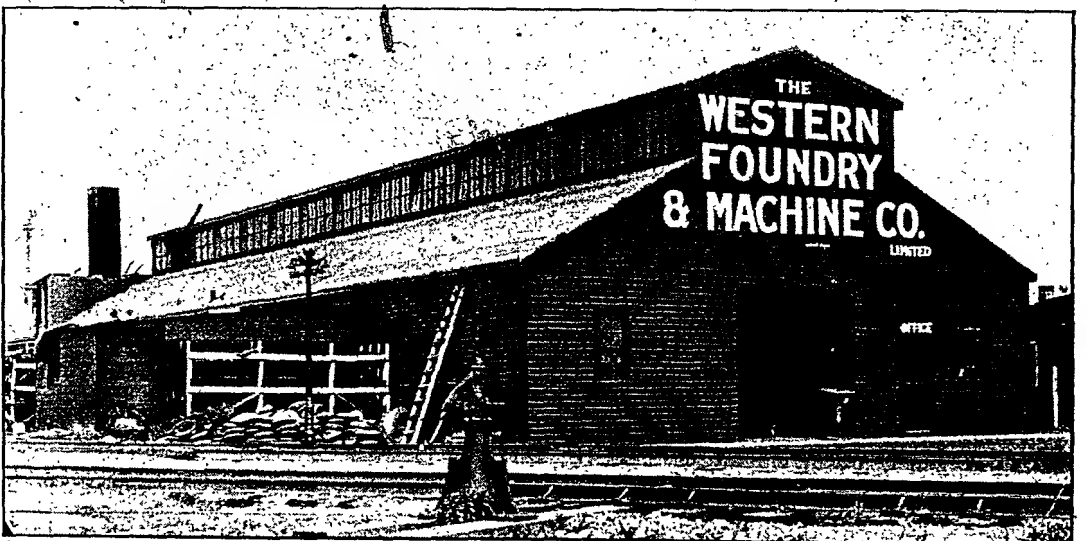
In the Western Foundry and Machine Company, Ltd., is given an illustration of how energy is rewarded in Saskatoon, and discloses the calibre of the men who have set their faces to a purpose and have worked out success against odds.

The company began as a small blacksmith shop and continued as such until December 1911, when the present large organization was perfected by P. D. Hives, now president of Stamco, Limited, the largest manufacturers of tents and mattresses in the Canadian west, and Duncan Dewar. Mr. Dewar was one of the pioneer blacksmiths of the city and is now giving to the company the benefit of his experience as superintendent of the forge work and foundry of the plant. Associated in the enterprise are, in addition to Messrs. Hives and Dewar, C. I. Alexander, George Moxley, M. A. McInnes and W. Hale, the latter of whom is secretary-manager, all of whom compose the directorate.

One of the most important features of the plant is the farm machinery repair department, where expert workmen can repair any piece of farming machinery that may be handled by the most elaborate machine shop in the country.

In addition the company casts and finishes building materials of every description and does a general blacksmithing and repair business.

In the time it has been engaged in business in Saskatoon



SASKATOON PLANT OF THE WESTERN FOUNDRY AND MACHINE CO., LIMITED

the Western Foundry and Machine Company has built up a highly remunerative and important industry.

The plant of the company is located at Avenue E north, corner of Twenty-third street west and occupies six thousand

and square feet of space. It is equipped with the latest and best machinery and employs the most skilled and experienced workmen in every department, under the direction of the master mind of Mr. Dewar.

Monarch Lumber Company, Ltd.

Saskatoon's Big Depot For Building Materials, and One of the Most Substantial Business Institutions Doing Business in the Northwest

WHEN Saskatoon announced to the world at large that it laid claim to being the logical distributing center of Northern Saskatchewan it reckoned with the large permanent business institutions that had made this possible by establishing depots in this city capable of meeting the demand of the region contiguous to this thriving young city. The work of transition from an insignificant village to one of the most up-to-date cities of the west was as rapid as it was startling, and displays the wonderful resourcefulness of those big business enterprises that make a speciality of getting into the field and shouldering their share of the responsibilities while making possible the final result one views today.

In this regard the big lumber and building supply houses such as the Monarch Lumber Company have achieved for themselves a place in development second to no influence associated with western city building.

When the Monarch Lumber Company entered Saskatoon it had a purpose in view, and this purpose was to become a leader in the lumber business and establish a depot that would meet the demands of the wonderful building development that was going on. It established large yards and began branching out, until it has thirty-seven branches in the province and twenty in Manitoba with head-offices at Winnipeg. In addition to its head office at 212 Twenty-first street East, the company maintains offices and yards at Avenue L. South and Twentieth street and Eighth street and Dufferin avenue, Nutana. These yards are stocked with a full supply of building materials, all of which are stored under sheds and protected from the weather. These yards are located upon land purchased by the company, and the



MANAGER GEORGE SILLERS

Twentieth street plant cost approximately \$20,000, having 480 feet of trackage on the Canadian Pacific railway. From this general storage yard twenty-eight branch yards in the province are supplied.

Employed in its delivery service and in the yards are approximately twenty-five people, all of whom are given steady employment the year round.

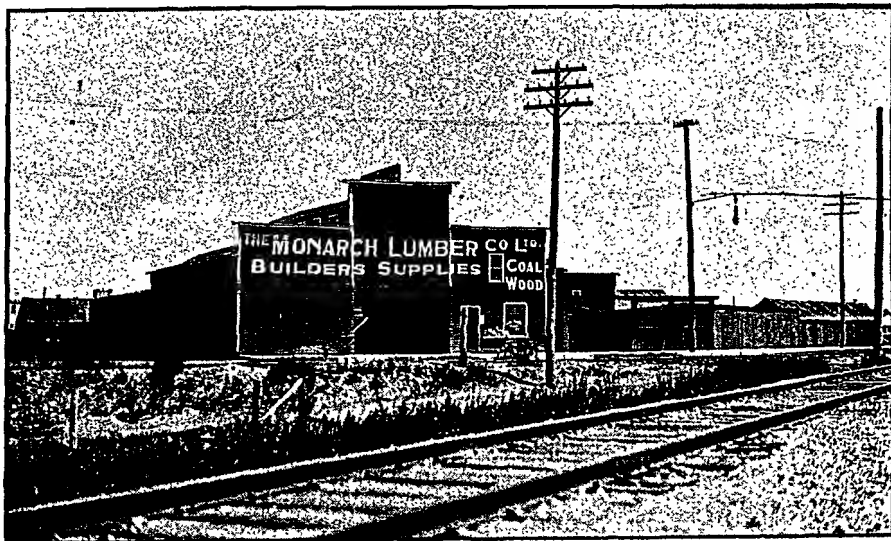
In the interior finishing materials and builders' supplies everything entering into modern building construction may be found at the yards, to be delivered promptly in the city or sent out in carload lots to any point in the province.

In addition the Monarch Lumber Company is one of the largest fuel dispensers in Saskatoon having connection with the nearest western mines and handling all classes of good coal.

The Company is one of the oldest and most responsible business organizations of its kind in the west, having almost unlimited resources and a splendid working organization behind it. The local business is under the direction of Mr. George Sillers, who has been with the company for many years and took charge of its Saskatchewan business when it entered this field.

Being one of those business industries rooted to the soil through its heavy investments in Saskatoon the Monarch Lumber Company enjoys the distinction of having helped to build the city and offers a splendid example of the type of big growing concerns distributing from this point.

Its system of fair dealing, reasonable prices and ability to render perfect service to the trade has built up a fine business and enabled it to extend its field of operation further and further each year.



A Corner of the Saskatoon Yards of The Monarch Lumber Company



A. E. ST. LAURENT

Wholesale Liquors



Distributing Station Where
Famous Brands of Brews
May Be Obtained.

Wines, Liquors and Cigars
of High-Class Manufacture
Dispensed by Pioneer.

PURE liquors are indispensable to man's needs and upon the question of purity rests the value of all stimulants. Everyone's system requires from time to time a stimulant to tone it and drive out impurities. In the use of pure spiritous or malted liquors one secures the same benefit minus the danger and pause of powerful drugs. Used in moderation liquor carries with it no element of harm and many benefits. Three-fourths of the tonics prescribed by the medical profession contain a large percent of spiritous liquor, and often times this is of an inferior grade and is served under the disguise of a compounded prescription.

Quality and Service Count

For that reason every household should see to it that the buffet has a quantity of liquors, and that these goods be secured from an establishment that has a standing reputation in the community for the purity of its goods. In the establishment of A. E. St. Laurent, wholesale and retail liquors, Saskatoon has such a house, and one which not only enjoys the reputation for the quality and purity of its goods but for the excellence of service to the public.

Carries Stock Worth \$50,000

Mr. St. Laurent established the business three years ago and now has one of the handsomest places of business in the city, located in the Willoughby-Sumner block on Third avenue, where a stock valued at approximately \$50,000 is carried. This stock consists of every popular brand of domestic and foreign spiritous liquors and domestic and imported wines from the cheaper grades of clarets and sauternes to the higher priced champagnes. Every brand is selected for its individual reputation for purity and excellence of flavor.

The present establishment is the outgrowth of the



A. E. ST. LAURENT

Western Commercial Company, which business was purchased by Mr. St. Laurent, and enlarged to meet the needs of a growing and discriminating trade, he having for a number of years been local manager for the former company. It was while serving in this capacity that Mr. St. Laurent built up a wide circle of friends

and customers and these have remained with him and recruited others until it requires four men to serve the trade and a delivery service of two wagons.

Among the famous brands to be found in the establishment are those known throughout Canada, the United States, Great Britain and France. In addition to domestic beer Mr. St. Laurent handles the famous Anheuser-Busch, Budweiser, Old Style Lager and other well known imported brands.

St. Laurent Saskatoon Pioneer

He has spent twenty years in this vicinity, having travelled throughout the west as a commercial man before finally settling in Saskatoon and laying the foundation for his fortune.

In such large distributing houses the trade enjoys a marked advantage through the ability of the house to handle goods in large quantities and therefore take advantage of every discount. These discounts are in turn given to the trade, making it possible for the city as well as that territory served out of Saskatoon to secure goods as cheaply as they could be imported direct.

First Agent For C.P.R.

Mr. St. Laurent is one of the live wires of the city and province and takes a deep interest in all public affairs, city and provincial. He is a strong booster, a finished optimist and one of the powers for good in Northern Saskatchewan.

He is known to all the old-timers as one of the first agents for the C.P.R. in this city, and his success has been due to the employment of the highest ethics in his business.

Besides all standard brands of liqueurs carried in stock special mention could be made of Peter Dawsons famous Scotch Whiskies, P. Frapin Brandies and Dogs Head Guinness Stout and Bass's ale.



A Glimpse Into a Corner of A. E. St. Laurents' Liquor Store

Photos by Anderson

The National Trust Company, Limited

Sound Financial Institution Which Has Been The Medium Through Which Much Farming Country In The Saskatchewan District Has Been Developed, The City Assisted And Prosperity Assured.

PROFESSIONAL ethics prohibit certain institutions and individuals from seeking business along approved lines of others because of the peculiar position occupied in the commercial world with reference to clients. Prohibition of this nature, however, inevitably results in great growth to the institution which merits advancement. Perhaps no other profession is so hedged about with pre-

cedent and convention as the bank of the present day. Methods used in the pursuit of new business by other business men are denied the banker because of the theoretical fear of a dig at dignity. His deeds, his works must act as his recommendation and be the sole method of in-

ducing men of prominence in the financial world to recognize his institution by dividing their business with him. When a trust company's business begins the ascendancy the year following its establishment in a city, outgrows its quarters, and becomes such an asset to the community that in but a few years the construction of a modern banking building is made necessary, it is evident that that

pany has established branches at Saskatoon, Montreal, Winnipeg, Regina and Edmonton, the greater part of its attention being paid to the business of the growing west. With capital and reserve of \$3,000,000.00 the National Trust Company has been building on a firm foundation in the west and at the present time holds a position of prominence in every community where represented.

As executor, administrator, trustee, assignee or liquidator the company is qualified to satisfy the desires of every patron no matter how exacting. Management of estates has been made a speciality by this Trust Company, will be protected in the company's vaults free of charge.

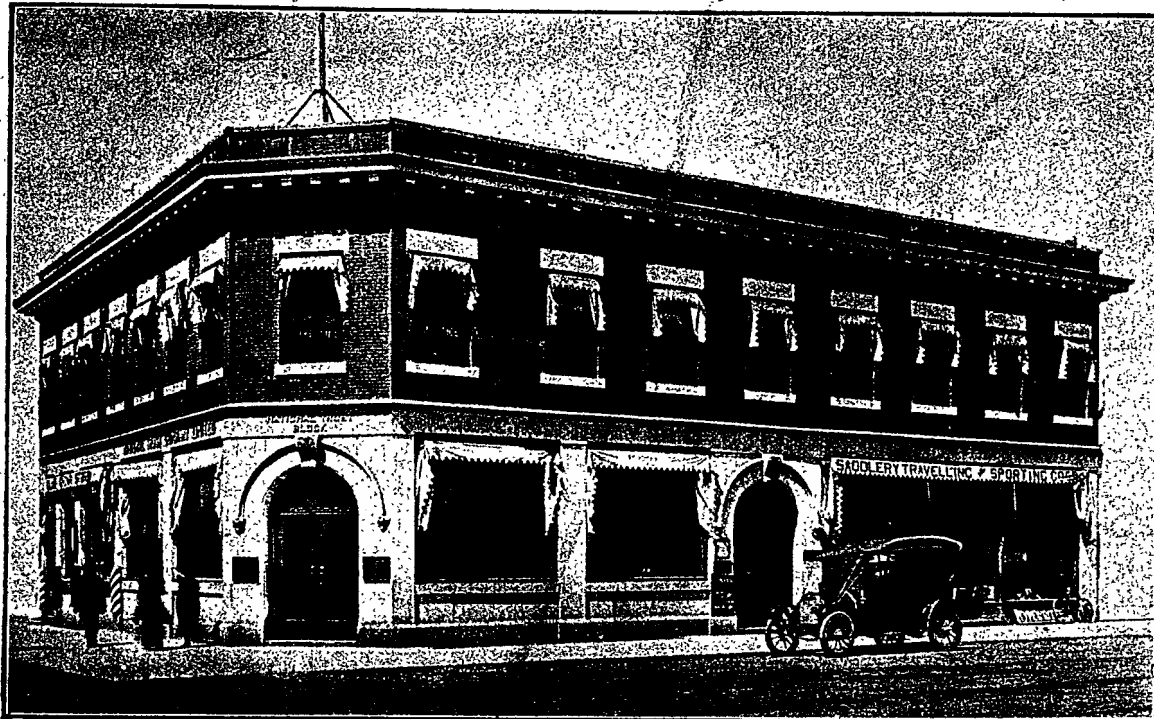
Great growth of the business in Saskatoon has been due in large measure to the wisdom of Manager Gunn in deciding upon puzzling loan questions.

When Mr. Gunn opened the first branch establishment for the company in Saskatoon in 1906, the National Trust quarters were located in a shack on Twentieth Street between First and Second avenues at the rear of the present building. Two men were then required to handle the business. In 1908 the growth of the business justified the erection of the present brick structure, 75 by 140, one of the most substantial banking buildings in the city. From the staff of two men, the working force has grown to 20 trained experts, the payroll reaching nearly \$24,000 annually—and all this through the direct management of J. D. Gunn.

A single instance existent at the National Trust Company's Saskatoon branch serves to demonstrate the solidity of the institution, the class of people with which it deals and the present hopeful conditions of business. Of \$160,000 in interest due the company on mortgage loans and other paper at the end of 1913, the company has collected all but less than six percent. Think of it! Only six percent of \$160,000 outstanding after only three months of the current year had passed.

During the eight years the company has been operating in Saskatoon not a man has been discharged from the working staff, and at the present time the staff of 20 numbers no one who has been in the employ of the concern less than three years. This permanency and length of service is significant of accuracy and the best results for the patron.

As an asset to the city of Saskatoon, the National Trust Company is valuable while in the activities and citizenship of Manager J. D. Gunn, the city possesses genius of rare worth.



Home of The National Trust Company, Limited, Corner Twentieth Street and Second Avenue

HARRY TUPLING

An Establishment That Makes a Business of Dressing the Man According to the Dictates of Fashion and Good Taste

Gentleman's Clothier

DESPITE the old adage that "the coat never made the man," there are more men who trace their success to having worn the proper coat at the proper time than can trace it to any one of a number of other causes.

Wearing apparel is a splendid index to man's character. Time was when the foreman in mechanical industries paid no attention to the clothes of the man-making application for a job, but this has changed. The man who is neatly dressed gives a hint that he has pride, and finds other means for his money than in squandering it for drink.

Take the brainiest man today and attire him in a shabby ill-fitting suit and his self-consciousness will assert itself to such an extent that his wits will be submerged beneath chagrin, and he will prove a failure. Attire any man in a stylish suit with the stamp of refinement upon it and he will "make good" in his line.

All of which brings us back to the question of where to secure clothes. This is at Harry Tupling's, gentleman's clothier, Second avenue, between Twentieth and Twenty-first streets. Mr. Tupling opened his store in April, and it represents the transition from the old general store to the establishment of a specialist in a given line, wherein good taste, correct patterns and values play the leading part, accentuated by men who are capable of not only serving a customer, but



HARRY TUPLING

dressing any man from the most expensive formal garment to a neat business suit.

Mr. Tupling's line consists of ready-to-wear tailored goods, supplied by houses which have reduced the ready-to-wear system of tailoring to an exact science, allowing for the peculiarities of the human form and meeting them at every turn. These suits give the same service and cost half what would be required for tailor-made goods.

Mr. Tupling's new store is more complete than the one he conducted in the old Cairns' block, when he lost a \$25,000 stock. Before the fire his establishment was one of the finest in the Canadian west, and the present establishment offers an inviting appearance to those who desire to dress correctly, and have the latest and best. Mr. Tupling has been in the clothing business since boyhood, and has been a resident of Saskatoon for the last five years, during which time he has been identified with the men who make things move and who keep alive good sports, social clubs and preserve the ethics of commercial life.

It is such establishments as these that permit the men of Saskatoon to appear to best advantage in business or upon formal occasions, and despite the argument to the contrary is an exemplification of the statement that "the clothes do make the man," and the man who scorns this idea is a failure socially, and in many cases financially.

The A. E. Gardiner Machine and Motor Company

Saskatoon's Leading Automobile Dealer and Repairer, Working on a Solid Basis, Whose Garage, Repair Shop and Sales Rooms Have Become Attractions With Magnetic Powers to Prominent Citizens Owning Motor Cars.

WHEN the automobile took the place of the family horse in the lives of the city and country residents of prominence, whose work has been instrumental in building up the region of which Saskatoon is the distributing centre, there were many who resented the intrusion of the automobile dealer and who scoffed at the possibility of the mechanical device displacing the steed, and accomplishing more than a day's work in equal time at lessened expense. The growth of the city from the village to the metropolis has been dependent upon these improved methods, filling the place of the slower and weaker mechanical as well as physical machines in the commercial world. The doubt of the resident of a few years ago has been dispelled by the automobile.

The supposed high cost, original and for repairs, has been reduced to the minimum through the work of such institutions of firmness, solidity and prominence of the A. E. Gardiner Machine and Motor company, Saskatoon's leading automobile dealers and repairers, agents for the highest class machines on the market today, who have revolutionised the manner of handling these time-savers not only in Saskatoon, but throughout the surrounding district.

Four years ago, when the city was entering upon the greatest period of development in its history, Mr. Gardiner opened the establishment which has meant so much to Saskatoon. When the demand for the goods carried by the Gardiner company began to increase, Mr. Gardiner increased his stock to answer the every demand of the automobile owners of the city and district. The result is well known to every resident of the city conversant with the upbuilding and advancement of the city that has become the hub of the agricultural region of the most fertile province of the Dominion.

From the small beginning the business has grown to such proportions as to attract province-wide attention to Saskatoon. With but a few tools and men, Mr. Gardiner came to the village, established the industry for which the people were clamoring, established the policy of turning out work of superiority, inculcated the idea into the minds of his capable and growing staff, has handled only the best automobiles placed on the Canadian market, and has dealt only with those residents of the community who have desired and demanded quality. His place of business on Avenue C south, the garage, display rooms and repair shop have grown to such proportions through this plan of turning out only the work of

superiority that it has been necessary for him to make additions to the quarters several times. Naturally the stock has increased, and the number of expert mechanics has grown until today more than a dozen men, who have spent years perfecting their trade, and have devoted months to the perfection of their ability, are employed in the repair shop and garage of the A. E. Gardiner Machine and Motor company. These men are capable of making repairs on any motor or machine in the city, and because of the knowledge of their ability to place these mechanical devices in running order, the shop of the Gardiner company is constantly filled with work.

The agencies for the Hudson, Reo, Hupmobile—the best cars turned on the market today, are held by A. E. Gardiner. Repairs for these cars are kept in stock, the stock being the most complete in the city.

The secret of the success of A. E. Gardiner and his associates lies in the statement of but one fact—superiority of product combined with superiority of workmanship. This, with the utmost confidence in the community, has built up the business.

It has been men of this type, men of the stamina and business ability of Mr. A. E. Gardiner, who have made possible the Saskatoon of today.

Market Gardening Means Dollars To Suburban Soil Tillers



HARVESTING THE ONION CROP IN A MARKET GARDEN IN THE SASKATOON SUBURBS. RETURNS REACH \$300 TO \$400 PER ACRE.

WILLIAM GOVAN

Real Estate and Acreage Broker

OWNER OF RICHMOND PARK ANNEX—
AGENT FOR RICHMOND MARKET GAR-
DENS (10-Acre Tracts) AND RICHMOND
HILL HIGH-CLASS RIVER FRONTAGE
RESIDENTIAL PROPERTY

THIS being an age of specialization wherein the most rapid strides to success have been made possible through adherence to a single given purpose or line of trade, the public has come to recognize the specialist as the best avenue through which to transact its business whether it is in the securing of expert service or in the acquisition of goods.

The man who gives his entire thought and attention to a specific question is better qualified than one who divides his time amongst a number of things.

For that reason the real estate establishment of William Govan offers investors exceptional facilities, Mr. Govan specializing in market garden plots and choice residential sites.

Possibly there is no one in Saskatoon better qualified to pass upon market garden tracts than Mr. Govan, who has specialized in Richmond Market Gardens, and placed many clients in a position to secure a good income from a small tract.

Mr. Govan became established in the real estate business long before the boom and has followed the course of progress carefully, handling only investment properties and scouting speculative ventures.

On his safe and conservative foundation he has developed into one of the most responsible and capable dealers in the city. He has handled some of the best inside property, among his holdings being the fine close-in residence section, Richmond Park Annex.

Like many others who have achieved success in Saskatoon, Mr. Govan has invested his money liberally and joined hands in building a substantial city. He has been one of the substantial business men who have participated in every movement looking to securing outside capital for investing in the city and it is through his individual efforts that a large number of settlers have been brought in and satisfactorily located upon income-bearing properties surrounding the city.

Mr. Govan directs his affairs from his offices 242 21st Street east, and lives in one of the

most beautiful residences in the city, which he has erected at 515 Avenue H north.

Such business establishments lend stability to the city and give it prestige at home and abroad and offer to investors the safest channels through which to place their money to advantage.

In all cities where a spirited boom has been enjoyed there are certain men who remain to carry on the affairs after the speculators have flown, and it is in the real estate firms now strongly entrenched and doing business that one finds the fullest expression of business ethics. Investments placed now, through such men as Mr. Govan offer, better returns and greater safety to the buying public than during the days of excitement. Dealing in his own holdings, which were purchased many years ago at low prices, Mr. Govan has some of the most advantageous offerings to be had in the city. His garden tracts have proved of exceptional advantage to the man of small means who may secure a good income raising vegetables for the Saskatoon market.



CABBAGE GROWN ON MARKET GARDENS IN THE SASKATOON DISTRICT BRINGS RICH RETURNS TO THE GROWER

A. H. HANSON & COMPANY, Ltd.

Saskatoon's Leading Dealers in Farm Lands, City Investments and Insurance
Whose Conscientious Operations Have Brought Hosts of Settlers to the West

SASKATOON has its verbal boosters and those who, like Kipling's bandarlog, see great possibilities in the future, and have big ideas, but fail to put them into execution. It is the men who map out a course of action, put energy and faith and business brains and foresight behind it and press it to successful fruition who are the prime movers in the advancement of the city and province.

While there is no dearth of such men, there are those who have stepped out in front and initiated, supplying example and laying the foundation for extending their influence broad cast, not only in furtherance of their own enterprises, but in building up others, whose ramifications and roots extend clear down to the basis of progress—the products of the soil.

Such a man is Albert Herman Hanson, president of A. H. Hanson & Co., Limited, one of the largest real estate dealers in Saskatoon, and one of the solid foundation stones upon which the civic structure is built. Albert H. Hanson, organizer and first president of the Real Estate Board, and now chairman of the executive committee, one of the founders of the Saskatoon Club, former member of the executive committee of the Board of Trade, former treasurer of the Blue Lodge and Preceptory of the Masonic order, member of the Industrial League, one of the men who made possible the erection of the \$110,000 St. John's Anglican Church and premier booster of Saskatoon—this is a big name, but the man who carries it is a big man in the Canadian West.

Few citizens of Saskatchewan who but know the history of the rise of this most remarkable man and the results to the city and province of his consistent and conservative endeavors for the betterment and upbuilding of the city that has become leader of municipalities in this portion of the west.

The name of A. H. Hanson is known to thousands of settlers who owe their fortunes and prosperity to the fact that they were induced to locate here through his efforts and were cared for until they became financially able to fight their own battles.

When Mr. Hanson was manager of the largest land company in the entire Dominion—the Saskatchewan Valley Land Company, of Winnipeg, controlling more than 3,000,000 acres in the Canadian west, he accomplished the greatest colonization feat of his career. These lands have been sold to sturdy farmers of German and Scandinavian stock from the United States and their home countries. Today they are listed among the leaders of their communities and their farms are the most productive and valuable in the west. Possibly the greatest work of Mr. Hanson has been in the well known Rosthern district, now one of the wealthiest farming regions in the west, the district where Segur Wheeler produces the prize wheat which has taken the world's prizes two years in succession, the New York. Mr. Hanson has extensive holdings in this district, the growth of which he has materially aided.

Associated with Mr. Hanson, and a great factor in the success of the company of which this versatile man is the head, is Mr. W. W. Ashley, vice-president, and the managerial head during the absence of Mr. Hanson. Mr. Ashley is perhaps one of the best known real estate and financial men in the city. He takes a vital interest in affairs of the city and community, and at present time is president of the Saskatchewan Poultry Association, treasurer of the Saskatoon Exhibition Company, holds an office in the Winter Fair Association and is one of the active men whose work has been responsible for the Saskatoon of the present day.

Mr. Ashley came to Saskatoon in 1904 when the city had a population of but 1,500. After spending four years with the Union Bank of

parable ability to handle the tasks which fall to her position, she has gained repute.

With such subordinates of solidity handling the affairs of the A. H. Hanson company in Saskatoon, the patron and Mr. Hanson are assured of service and satisfactory transactions.

Mr. Hanson, a man who has accomplished great things, unlike many who have gained wealth and prominence, is not a seeker for publicity. Retiring to a degree, he shuns the limelight of newspaperdom, preferring rather that his deeds tell the story of his abilities and achievements than that they should be heralded abroad by the press. Nevertheless, his works have been of such prominence in bringing Saskatoon and the west to the present prosperous stage that overlooking mention of his career would be unfair to the populace.

It was in 1902 that Mr. Hanson became aligned with the future of Saskatoon as local manager for the Saskatchewan Valley Land Company. Although his headquarters were at Winnipeg, he spent the greater portion of his time driving over the prairies superintending the locating of settlers and caring for them until they were able to care for themselves. After making such a success with that company he resigned his position and in 1905 organized the Sutherland, Engen and Hanson company, later forming A. H. Hanson & Company of which he is the president, and the company is known throughout the province as one of the largest as well as the most substantial dealers in farm lands and city property in the west.

During the years Saskatoon was making such rapid strides toward metropolitan success, Mr. Hanson and associates invested wisely and well in property that is now in the heart of the business and wholesale districts. Mr. Hanson purchased 640 acres in the Sutherland townsite before the site was chosen, 400 acres being sold to the University of Saskatchewan, while the remainder was subdivided and sold as residential property. In 1906 Mr. Hanson and associates purchased about 80 acres between Twenty-Second and Thirtieth street along Ave. A to the Canadian Northern tracks, in addition to 160 acres of school land, which is now in the

wholesale and manufacturing district of Saskatoon. This transaction alone netted a fortune. Fertile lands in the famous Goose Lake district are owned by the Hanson company, much of this land being sold to settlers.

Mr. Hanson's home is one of the beauty spots of Saskatoon. The wide lawns, dotted with shrubbery and carefully pruned trees best adapted to the Saskatchewan soil, make the residence one of the show places of the city.

Laudatory terms and eulogies fail in supply when applied to Albert H. Hanson and his work for Saskatoon. Too much cannot be said in praise of this worthy citizen, his deeds, his influence and the wholesome effect of his labors for his home—Saskatoon.



ALBERT H. HANSON

Canada in the city, rising from junior to manager, he entered business for himself and later joined the Hanson company on May 1, 1912. Mr. Ashley opened the office of the Canadian Agency in the city in March 1911. His work and his abilities reflect credit not only upon the Hanson company but on the city.

Miss I. M. Finlayson, secretary of the A. H. Hanson Company, has been associated with Mr. Hanson since the organization of the company in 1907. After coming to the city from Montreal, Miss Finlayson entered the financial whirl and has become recognized as one of the stalwart, dependable pillars of the concern with which she is affiliated. Miss Finlayson handles the funds of the company and because of her faithfulness and incom-

GEORGE RIDDEL

Carriage Factory, Shoeing, Forge and Ironworking Shop Where Vehicles Of Every Description Are Turned Out By Competent Workmen

MANY a man has continued to receive the pay envelope and travelled along in a rut all his life for the lack of initiative in branching out for himself, and lay the foundation of a name for himself, as well as a big business institution. And some of the largest manufacturing concerns in the country were started by men who, beginning on a small scale, brought to bear their full energies and turned to account every opportunity to advance. This is why Mr. George Riddel, carriage and wagon manufacturer, blacksmith and iron-worker, Nineteenth street and Avenue A, stands at the head of a fine business, employing a large force of men, and has become one of the forceful factors in the business life of Saskatoon.

Mr. Riddel's career has been marked by that quality of initiative that succeeded against all odds, and by features that stand out as strong object lessons to the young man who is today standing at the workbench and hiding his talents.

Seven years ago Mr. Riddel left Scotland for the land of promise in the Canadian west. In his native land he had learned the art of carriage building, iron working and horseshoeing. He spent several years in the small towns of the west, following his trade of blacksmithing and woodworking, with moderate success. By frugality and thrift he accumulated a snug little sum, and awaited the opportunity when he might give his talents full scope. This came when Saskatoon grew into a city and large distributing centre for all kinds of the necessities of life.

One year ago Mr. Riddel came to the city and established the George Riddel carriage factory, blacksmith shop, shoeing forge and iron working shop. Today he occupies his own premises, occupying five thousand square feet, and has one of the most complete manufacturing establish-



GEORGE RIDDEL

ments of its kind in the province, employing twelve experienced carriage makers and blacksmiths, and turning a goodly payroll into the channels of trade.

Mr. Riddel first turned his attention to delivery wagons and carriages, but found an additional field for manufacturing in the needs of the automobile trade. He created bodies for these power-driven vehicles suitable for adaption to any kind of chassis and any trade, and began manufacturing them to specifications.

Many of the handsomest delivery wagons of the city are the product of Mr. Riddel's shop, and his vehicles are used in many parts of the province.

Through the completeness of his factory and the excellence of his work his goods are rapidly replacing the more expensive and less durable wares of eastern manufacturers, and fast diverting trade from these centres to Saskatoon.

The iron-working shop, including the blacksmith and horse-shoeing shop, are models of perfect appointment, while the carriage works are expressive of Mr. Riddel's original ideas in a manufacturing plant, being airy, roomy and clean.

All kinds of repair work is done in the factory, including the supplying of missing parts to all kinds of vehicles, and various branches of iron work.

Having established himself as one of the prosperous and progressive business men of the city, Mr. Riddel has been identified with every movement looking to extending Saskatoon's interests, and spreading its fame abroad, and his model manufacturing plant is an object lesson as to what may be accomplished by a man with a purpose.

The Saskatoon Bread Company, Ltd.

SANITARY BAKERY WHICH IS PROVIDING HUNDREDS OF HOMES WITH THE BEST OF BREAD, BUNS AND PASTRIES KNOWN TO THE BAKER'S ART.

SUCCESS of a city depends upon the materials at hand with which to erect buildings, provide homes, feed the growing multitude, and above all to place at the disposal of the citizens such food as removes all doubt of purity and sends disease germs scudding to cover. Time was, only a few years ago when the settler was content to dine on "sour dough" biscuits or a flapjack flipped in the frying pan over a smoky prairie fire. With the transition of a hamlet to a budding metropolis this fact, with the many others, has undergone a radical change for the cultured, refined and more sanitary methods. The resident of Saskatoon today demands pure, light, wholesome bread and biscuits whether they be prepared in the home kitchen or provided fresh by the premier baker of the city—the Saskatoon Bread Company, Limited.

When this enterprising company established the bakery at 108 First Avenue North little more than three years ago the city was in the midst of its greatest boom. The city had no plant of the nature of that proposed by this company and the thousands of people coming to Saskatoon at that time were using the home made bread of which there was a limited supply. The output was curtailed because of the inability of the housewives to turn it out rapidly. In quality, too, it was many times inferior and soggy.

Installation of the modern plant of the Saskatoon Bread Company revolutionized the whole system, and with the great ovens turning out up to 10,000 loaves every 24 hours in addition to myriads of buttery buns, savory cookies, sweetest of cakes and the daintiest of

all kinds of pastry, citizens of Saskatoon rejoiced at the acquisition of one of the most modern plants west of Winnipeg.

At a cost of about \$5,000 the ovens were installed in the two-storey building, the ovens being continuous bakers, fed and attended constantly by two men who guard over the baking, timing every loaf to the second.

When the Saskatoon Bread Company placed "Crémo" and "Mother's Bread" on the market a new era was marked in the bakery business in the district.

These shipments are still being made, except in greater number and quantity, this branch of the business becoming one of the most important.

Half a dozen teams are employed by the company delivering the breads and pastries to the homes and merchants of Saskatoon, while at the bakery a force of sometimes as many as 20 experts is employed. Working under absolutely sanitary conditions, with the mixing, sifting and baking conducted along hygienic lines, the bakers of this company have made a reputation for the products of the Saskatoon Bread Company.

In the good old days of the "over-shot" water-wheel, stone burrs, and the dusty miller, the secret of good breadstuff was closely guarded and handed down from father to son, and in itself became a valuable heritage. A certain time was allotted to the grist and it mattered not how how anxious the customer was to get away with his sack of flour, the wheat had to go through that miller's routine or not be ground.

Modern machinery and the perfection of baking principles as well as those of the miller who placed the secret not so much in the flour making as in the turning out of the finished baked product. Good bread, good pastry appeal to the palate of every man, woman and child.

A retail store is operated in the building by the company. When J. C. Thompson, president, C. A. Needham, manager, and C. D. Sinclair secretary-treasurer, established the company, they little surmised the success awaiting them through the supplying of superior products to the people of Saskatoon.



PLANT AND STAFF OF THE SASKATOON BREAD COMPANY, LIMITED

Photos by Anderson

So popular did this bread become immediately after it was introduced to the hungry people of the region that for a time the bake ovens were operated to near-capacity to supply the demand. The name and fame travelled to the cities outside of Saskatoon and daily shipments of hampers were made to outlying cities.

Wilson Brothers

Pioneers Who Have Played an Important Part in Shaping the Destinies of Saskatoon Through Their Enterprise in the Industrial and Real Estate Field

"LIVES of great men oft remind us," might have been inspired in the poet's breast by the works of the pioneers who first opened the way for western greatness and laid the foundation for such cities as Saskatoon.

It is from the lives of these pioneers and their work for humanity and posterity that the best thoughts of the day have been handed down. One cannot scan the field of endeavor without running across some example



RUSSELL WILSON

that carries with it food for reflection and much that is of profit in guiding the destinies of future men and women.

One finds such an example in the lives of the men composing the firm of Wilson Brothers, retired capitalists, real estate dealers and men who have helped make history in the province and the city of Saskatoon.

Coming to Saskatchewan some thirty-one years ago, Messrs. Russell and Archibald Wilson have been

identified with the earliest growth of the province and are among the architects of Saskatoon's present glory.

Among their lasting contributions to the city are several handsome business blocks. Having amassed a fortune in industrial enterprises and conservative investments in business property Messrs. Wilson are now devoting their attention to the care of their financial affairs, dealing in their own real estate holdings and performing the functions of financiers and investors, with offices at 29 and 30 Central Chambers.

Mr. Russell Wilson came west in 1883 with his father, and located in Moose Jaw, later homesteading at Beaver Creek, but being compelled to return to labor for the Canadian Pacific at Moose Jaw. Seeing the possibilities of the west he invested what he could save from one dollar and a quarter a day in cattle. During the Northwest rebellion in 1885 he acted as guide to the transportation department and assisted in bringing the second hospital corps from Moose Jaw to the end of the steel at Batoche.

After engaging in contracting work in Montana, Mr. Wilson returned to Saskatchewan, acquiring a livery business at Moose Jaw, in 1896 moving to Dundurn, where with his brother, Archibald, he bought out his father, his parents then moving to Saskatoon, where they acquired one hundred and ninety acres in what is now the heart of the city of Saskatoon.

In 1903 Messrs. Wilson Brothers disposed of their ranch at Dundurn and settled in Saskatoon, where they have been identified with every step of the city's growth and increased their investments year by year.

Among the businesses they established in the city was that of Wilson Brothers, carriage and automobile business. Together they established the Saskatoon Milling Company, which was the nucleus for the Quaker Oats Company.

During 1907 Mr. Russell Wilson served in the city council, and has served on the school board since 1906, during which time he has assisted in building up the splendid public school system of Saskatoon.

Mr. Archibald Wilson's career has gone hand in hand with his brother's and, like him, has been devoted to the interests of the city since his location here in 1903.

Among the handsome business structures they have erected in the city is the Wilson Block, one of the handsomest buildings in Saskatoon.

Having followed the career of the city from its in-

ception and been so closely identified with its progress, Messrs. Wilson Brothers are among the best informed and leading citizens. Their large holdings of choice properties places them in a position to guide the investor into safe channels and give him wholesome advice as to what is necessary to succeed.

The money accumulated in real estate dealings for the past ten years has been reinvested and placed where it will benefit Saskatoon, and the labors of these gentlemen in the work of creating a modern city have played an important part in rounding out the present thriving metropolis of Northern Saskatchewan.

It is to the foresight and through the works of these pioneers in the west that a foundation of stability has been given to its institutions.



ARCHIBALD WILSON

WESTERN COMMERCIAL CO., LTD.

Wholesale Liquors and Cigars---Saskatoon's Oldest Distributors of Spirituous and Malted Beverages

ONE of the surest evidences that Saskatoon's growth has been steady and is continuing along sane lines is shown in the progress of its big business institutions, many of which have advanced from unimportant concerns to the dimensions of large distributing houses serving a wide range of territory which is ever on the increase.

This condition is brought about through the fact that these houses from the outset began building and dispensing the things mostly in demand by the general public through familiarity with their quality and fitness.

This is shown in the career of the Western Commercial Company, the oldest and largest distributors of spirituous and fermented liquors, cigars and hotel and club necessities in Saskatoon. This house was established in Saskatoon seven years ago, and now has its headquarters at 212 Twentieth street west, under the management of Mr. George C. Lancaster.

From the outset the company began building up good will until today its trade is second to none in the province. Possibly no liquor dispensary in the west carries a finer and better assorted stock of goods than this house. Old brands that have long been favorites with the newcomer in his home city or across the water are carried in quantities equal to heavy demands and the line of smoking goods is drawn from the best manufacturers of these articles.

Purity and quality are watchwords in this establishment and upon this standard coupled herence to est ethics has grown extending out the

The carries a stock between thirty tholars. There wines, ev- of whiskey won public domestic plies of cription for and bar. panymakes of catering ily trade tains two wagons for pose. One ask if a cer- dial, beer, cigar is is only nec- order it to have it delivered in any quantity desired.



with ad- the strict- of business, a business through- province. pany car- valued at twenty and usand dol- are rare old ery brand that has approval, and impor- and sup- every des- the club The com- a specialty to the fam- and main- delivery this pur- need not tain cor- liquor or carried; it essary to

All goods are shipped direct from customs houses to the headquarters of the company and come in carload lots, thus bringing the cost of imported goods to the same price as one has been accustomed to pay for them at home.

Mr. Lancaster is an expert in wines and liquors, and each line that leaves the house carries with it his guarantee as to purity and age. No cheap or unwholesome goods are allowed room in the establishment, nor are damaged goods dispensed.

The company's business has expanded rapidly in the west and it now maintains branch houses at Edmonton, Calgary, and other business centres. Under its plan of purchase and distribution goods may be delivered to any part of the province where there is transportation at a less figure than they can be ordered direct from manufacturer or jobber in the east.

The Western Commercial Company is one of Saskatoon's model business establishment and in keeping with the general completeness of the city. Its employees are men who have a wide acquaintance among the public and enjoy the confidence and respect of all.

Mr. Lancaster in his residence in Saskatoon has become one of the substantial live wires and business aides and one of the city's best sponsors in matters dealing with the general welfare of all.



ISBISTER & PRETTY

General Hardware Dealers Whose Enterprise In Supplying Builders Materials And Heavy Goods Has Been A Factor In Saskatoon's Growth



It has been but a few years ago when Saskatoon was making her first strides toward permanent progress when building operations were frequently halted through inability of contractors and builders to secure demanded materials at the time when most needed. Saskatoon at that time was forced to send east and west for the equipment, the contractor biding his time until the wholesaler chose to ship the demanded articles. Weeks and months were often wasted, structures of magnitude and importance were delayed and the whole system proved so aggravating as to cause business complications.

When the Isbister & Pretty Hardware Company entered the field in 1903, then known as the firm of Isbister & Son, the business having been founded by Malcolm Isbister, this troublesome state of affairs in the building line was immediately eliminated because of the ability of the company to supply the necessary articles at the shortest possible time and at the most moderate and reasonable prices. The reputation of Isbister & Pretty has not changed one jot nor tittle since its lofty position was reached in early days.

In 1911 Malcolm Isbister disposed of his interests to his son James A. and to J. A. Pretty, the business still being conducted along the progressive and enterprising lines laid down by its founder who is now post master of Saskatoon.

The modern hardware store of Isbister & Pretty at 249 Second Avenue south carries the most complete line of builders materials, heavy hardware, stoves, ranges,

roofing, and in fact everything in the hardware line from a carpet tack to a huge restaurant range. So thoroughly have Mr. Isbister and Mr. Pretty organized their business that everything is in its place and customers are satisfied without that discomforting delay that accompanies a sale in large stores of a similar nature. From the small beginning the business has increased so rapidly that the trained corps of experts

tools of all descriptions, roofing materials, building papers, wire fencing and every other article which may be found in the stock of the most enterprising hardware store in the largest cities of the Dominion are listed among the goods carried by Isbister & Pretty. The variety is perhaps one of the greatest in the district, it being seldom that the demands of the customer for a certain article is not satisfied immediately.

Despite the fact that business cares of Mr. Isbister and Mr. Pretty are heavy, their ever-growing business demanding much of their time, they have not allowed commercial cares to hinder them from taking an active interest in affairs of the city of Saskatoon. They have been ever willing and ready to aid movements of merit having the betterment of the city as the motive and again they have not been hesitant in refusing to join mercenary movements having ulterior motives and unsavory origins. Both have been prominent in activities of the Board of Trade and other commercial organizations and take a prominent part in fraternal work of the city.



INTERIOR OF THE SALESROOM, ISBISTER & PRETTY'S HARDWARE STORE

has been regularly increased to keep pace with the advancement of the city. The warehouse of the concern houses one of the largest stocks of hardware in the city and this stock is constantly being drawn upon to satisfy the demands of purchasers in Saskatoon and in the small towns in the surrounding country. All principal lines of patented hardware, locks,

With James Adam Isbister and Jonathan A. Pretty guiding the destinies of this progressive concern, its future is not problematical. They have demonstrated their fitness to occupy a place high in the estimation of the thousands of residents of this growing, distributing center of the province of Saskatchewan.

THE SASKATOON COMMISSION COMPANY

Saskatoon, . . . Saskatchewan



SIDNEY W. JOHNS
Manager



GEORGE E. WILDIG
Secretary

DEALERS IN REAL ESTATE
Financial Agents

C. H. WENTZ Lumber Company

One of the Big Distributing Houses that
Maintains Headquarters in Saskatoon
and Serves a Wide Field with Lumber
and Building Supplies by Wholesale
and Retail.

THE fact that Saskatoon has become the big distributing centre of Northern Saskatchewan is due to the fact that far-seeing business men laid an early foundation for making this city headquarters for the things necessary to the upbuilding of a great country. In addition to its claim to being one of the largest distributing centres for all necessities of life it at once becomes the largest depot for lumber and building supplies in the Northwest. This is due to the fact that such firms as the C. H. Wentz Lumber Company, have brought in stocks covering the entire list of building supplies and through splendid business systems have made it possible for local as well as distant builders and contractors to secure their goods cheaper and more quickly than could be done if outside markets were depended upon.

The C. H. Wentz Lumber Company represents one of the big, substantial business institutions of Saskatoon. It is the outgrowth of Robert MacIntosh & Company, which was purchased about 7 years ago and enlarged to meet the increasing demand for building material. Mr. C. H. Wentz, who was a partner in the old firm, assumed entire control and began putting into operation on a larger scale the ideas and systems that have served the old company so well in times past. Stocks of bricks, cement, mouldings, interior finish, wall and lining paper, roofings and plaster and every other necessity to plain and elaborate building construction were augmented and a campaign launched to capture the wholesale trade of the province. How well this campaign succeeded is vouchsafed in the many expansions the company has made within the past few years.

The immense storage yards comprise more



CHARLES H. WENTZ

than three acres of ground on spurs from the Canadian Pacific railroad and Canadian Northern railroad at First Avenue and Duke street and offices are maintained at 48 Twenty Third Street East.

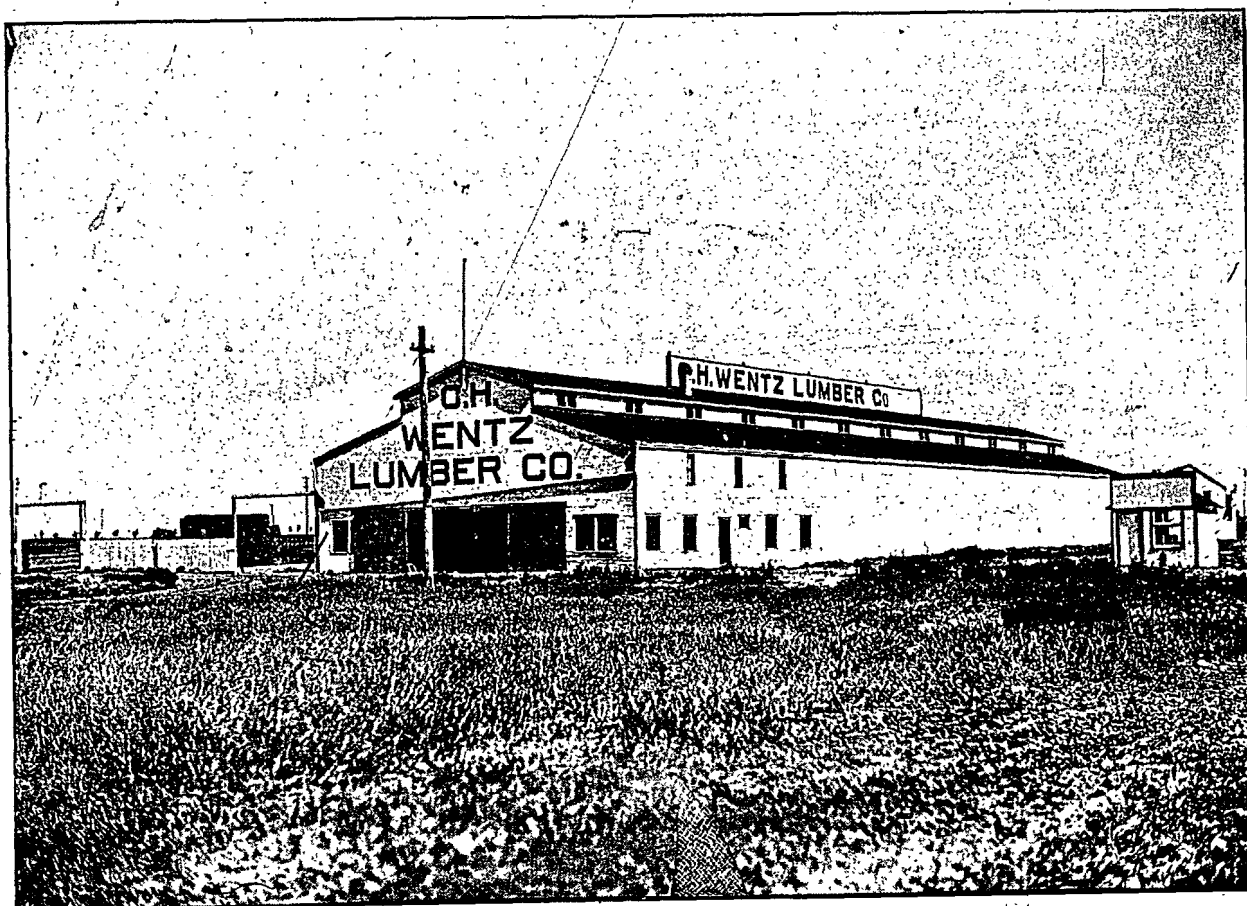
The finest lumbers from the best British Columbia mills as well as native spruce, are carried in the yards, all under sheds and protected from the elements. Stock ranges from one to two million feet, guaranteeing ample supplies for local and out of town orders. Excellent railway connections facilitate filling orders from distant points, and terms and selling systems, quickness of delivery and superiority of products have proved a strong lure to the trade.

This company has done much to maintain the prosperity of Saskatoon in acquiring distant markets whereby a large volume of money that would have gone out of the country never to return has been diverted to the thriving city of northern Saskatchewan.

Previous to opening his business here Mr. Wentz had enjoyed ten years' experience in the lumber business and has traveled extensively over the west, knowing its needs and striving always to meet them. It was through his instrumentality that the Canadian Elevator was established in Saskatoon, and he has been identified with many business and civic movements that served to lay the foundation of the city and maintain its growth along healthy lines.

Such institutions as the Wentz Lumber Company give added prestige to Saskatoon in that they show the stability of business enterprises in the city and the character of men who have created it.

When any big movement is afoot requiring sound business judgment in its guidance Mr. Wentz is numbered among those who give their best energies, and has always taken an active part in civic questions, looking to the making of Saskatoon a better city in which to live and inspiring confidence in the newcomer.



Saskatoon Plant of The C. H. Wentz Lumber Company at First Avenue and Duke Street

Photo by Anderson

Thomas E. Farley

Contractor and Builder
Whose Activities For The
Betterment of Saskatoon
Have Been Instrumental
in Making the Hub City
a Bigger and Better Met-
ropolitan Center of a Pro-
ductive Province



Teachers' Hotel at The University of Saskatchewan
Erected by Thomas E. Farley

HISTORY is replete with instances of where pioneers of a community have gleaned fortunes in the waning years of their activity, simply because they were on the ground when Fortune smiles on the city, and they were, therefore, unable to escape reaping profits from their investments and holdings. Saskatoon, and other cities of the Canadian west, have benefited little from many of these suddenly-rich settlers. The men responsible for the actual growth of the cities and communities have been the toilers who have been unafraid to roll up their sleeves, place their shoulders to the wheel, and work incessantly for the welfare of their chosen city.

When Thomas E. Farley, now one of the lead-

ing contractors and builders in the province, came to Saskatoon, seven years ago, from his eastern Canada home, he was not content to sit idly by and allow other residents to bear the burdens. He immediately set to work to carve a niche for himself in the district. That he has not only succeeded, but has placed his name high in the list of contractors of Saskatchewan, is well known to every resident conversant with the affairs of the province.

When the layman considers the fact that Mr. Farley regularly requires the assistance of from 30 to 50 men in completing his contracts, the magnitude of his operations in Saskatoon and the surrounding district may be gauged. During the

building months an average of 40 men on a payroll averaging \$150 daily are employed by Mr. Farley, these men being residents of the city, having families, purchasing their necessities here and contributing their bit to the advancement of the city.

Prominent among the buildings erected in the city during later years by Mr. Farley are the National Trust company structure at Second avenue and Twentieth street, the addition to the Alexandra school, the Teachers hostel at the University of Saskatchewan, the Great Western Furniture company's warehouse, and the residence of George E. McCraney, one of the show places of the city.

During the month of June alone, Mr. Farley was giving his personal supervision to twelve individual contracts in the building line, the property owners and financiers of the city recognising his capability, and therefore employing him to successfully complete the tasks. Nine residences are included in this list, these homes being located in the elite residential districts of the city. More than \$50,000 worth of work has been done in the city alone during the last year by Mr. Farley. This fact alone is a tribute to the versatility and ability of the contractor.

During the years he has been active in the commercial whirl in Saskatoon, Mr. Farley has not allowed his business cares to hinder him from taking an active interest in civic affairs. He has been ever ready and willing to do his utmost to aid any movement intended to elevate Saskatoon to the metropolitan plane.

His citizenship and his work are assets of which the city and province are justly boastful. Thomas E. Farley is a worker, an enthusiastic, energetic toiler for Saskatoon.

The E. F. Crawford Piano House—Home of the Famous Knabe and Willis Pianos

JUST as a trade-mark often proclaims the value of an article of general use; just so the name of a man conveys the same measure of assurance when connected with a business enterprise. Business reputation is one of the chief assets of a well-organized institution, and the enterprise. This is shown in the success that has followed Mr. E. F. Crawford, one of the best and most favorably known piano dealers in Canada, whose new salesroom in the Morton Block, Third Avenue south, between Twentieth and Twenty-second streets, is the Mecca for those who desire fine instruments.

Mr. Crawford has taken to his establishment the experience of years in dealing in pianos and it is this experience that has enabled him to assemble a line of musical instruments unsurpassed in the world for tone and excellence of construction. These include the famous Knabe, Willis, Grands, players and upright pianos.

For twenty-five years Mr. Crawford has devoted his energies to the sale of high-grade pianos and came west in 1898 and became associated with the Mason & Risch Company at Winnipeg, and then with the Heintzman Co. In 1906 Mr. Crawford located in Saskatoon as manager of the Saskatoon Piano Company, having charge of the entire province, where he built up a splendid reputation.

In July of 1913 Mr. Crawford embarked into business for himself, taking with him a prestige second to no other piano dealer in Western Canada. Being a life-student of fine-toned and durable instruments, he selected a line commensurate with the desires of a discriminating public. When he places an instrument before his trade it carries with it a mature judgment and a knowledge of every virtue



E. F. CRAWFORD

necessary to securing the greatest measure of pleasure and service.

Whatever the purpose for which a piano, organ or other musical instrument is to be used, if left to Mr. Crawford's judgment the purchaser is assured of receiving that which is suitable to his needs. It requires experience and a full knowledge of tone-construction to select an instrument that will give the greatest amount of satisfaction. One that may serve all purposes in the concert hall would not meet the needs of the small cottage or pretentious parlor. Hence in selecting his line Mr. Crawford has arranged a stock of instruments that will meet every need, from theatre to cottage, each selected for its adaptability for the use it is to be put and all embodying the most expert skill in construction. These instruments are supplied in any shade of finish to match furnishings, and each is guaranteed to fill the specifications vouchsafed for it.

The handsome salesrooms in the Morton Block contain a large number of fine instruments, from the elaborate Knabe, and the famous Willis.

In establishing a business for himself Mr. Crawford has demonstrated his faith in Saskatoon and taken up a field wherein his reputation has been a valuable asset to others and which has brought to him a large trade from among those who have learned of the Crawford system of doing business.

In addition to pianos, Mr. Crawford handles the Victrola and carries the latest popular songs and instrumental music as well as the classics. Experts are employed to demonstrate instruments and one may spend many pleasant hours among the handsome stock, and purchase the best the market afford on easy terms and payments.

THE TEMPERANCE HOTEL

Saskatoon's One Modern Hotel, Fitted in a Desirable Manner, Which is Free From the Noise and Influence of the Bar Room and its Derogatory Dealings.—Headed by A. T. Bailey

PROGRESS and advancement of a thriving city is dependent upon the ability of its hotels, its business houses and other commercial institutions to supply the demands of the transient as well as the resident public.

When Mr. A. T. Bailey established the Temperance Hotel at Twenty-Fourth street and Avenue B, directly opposite the Canadian Pacific Railway station, Saskatoon was given a hotel which has filled a long felt want among the travelling public as well as among the residents of the city who find it necessary to reside in a modern hotel.

Free from the contaminating influence of the bar-room, this hotel has attained a position of prominence among its growing number of guests.

Twenty rooms in the three-storey structure are furnished in the most approved manner for the satisfying of the demands of the most exacting or discriminating guest. With electric lights, hot and cold running water, adequate baths, steam heat and the other conveniences which serve to make a hotel popular, the Temperance Hotel has become a leader of its line on the west side of the city.

Under the management of Mr. Bailey the hotel has become the home of many of the men whose work has made the growth of Saskatoon possible. The men who have preferred the rest and quiet atmosphere of the hotel away from the din and noise of the business district, and the smelly saloon, have selected the Temperance Hotel as their haven. Mr. Bailey has provided attractive surroundings to give these guests every advantage of their own fireside.

Located directly opposite the Canadian Pacific Railway station, the closest hotel to that railway, and within easy walking distance of the Canadian Northern station, the Temperance Hotel has been chosen by many as the logical stopping place in Saskatoon. Regular bus service is provided for guests desiring to travel via the Grand Trunk Pacific railway.

The W. B. S. Trimble Co., Ltd.

Dealers in Fertile Improved Farm Lands, Loans And Desirable City Property, Whose Work and Activity Has Brought Scores of Settlers and Hundreds of Dollars to Saskatoon and Saskatchewan

ADVANCEMENT of the province of Saskatchewan and the cities which have been built within its confines during the last several years, has been direct due to the improvement of the condition of the farmer and the tilling of the soil which for eons has been non-productive of crops other than the wild grass and shrubs which entered into the fare of the buffalo. It has been but a few years ago since the entire Canadian west was regarded as the "great American desert" and it has been due to the efforts of companies of such stability and business foresight as the W. B. S. Trimble Company, that farmers have been interested in the district have been aided in purchasing their homes and further aided in improving the soil and bringing it to the highest stage of cultivation.

With headquarters at Jamestown, North Dakota, where climatic conditions, as well as the physical qualities of the soil much resemble those of Saskatchewan, the company during the last several years has been enabled to send settlers from the Dakotas to this province.

This fact in conjunction with the enviable reputation of the company for fair and square dealing, has meant much for Saskatoon and the surrounding district. The city and province have benefitted through the work of Mr. Trimble and his associates. The work still continues, the company having established permanent offices at Saskatoon, working in connection with the Jamestown headquarters when settlers are brought here and handling the more desirable home and farm locations for Saskatoon and local purchasers through the Saskatoon office.

When the company selected Mr. John H. Cameron as its local manager, the Trimble concern played a trump card for itself and for Saskatoon, Mr. Cameron being one of the best known farm and real estate experts in the district. He daily gives the client the benefit of his years of experience in the business and the profit of his having actually viewed every piece of property which passes through the Saskatoon office, whether it be rental or outright purchase.

During the years this company has been operating in the west, hundreds of farmers well versed in the agricultural arts, have been located in the vicinity of Saskatoon.

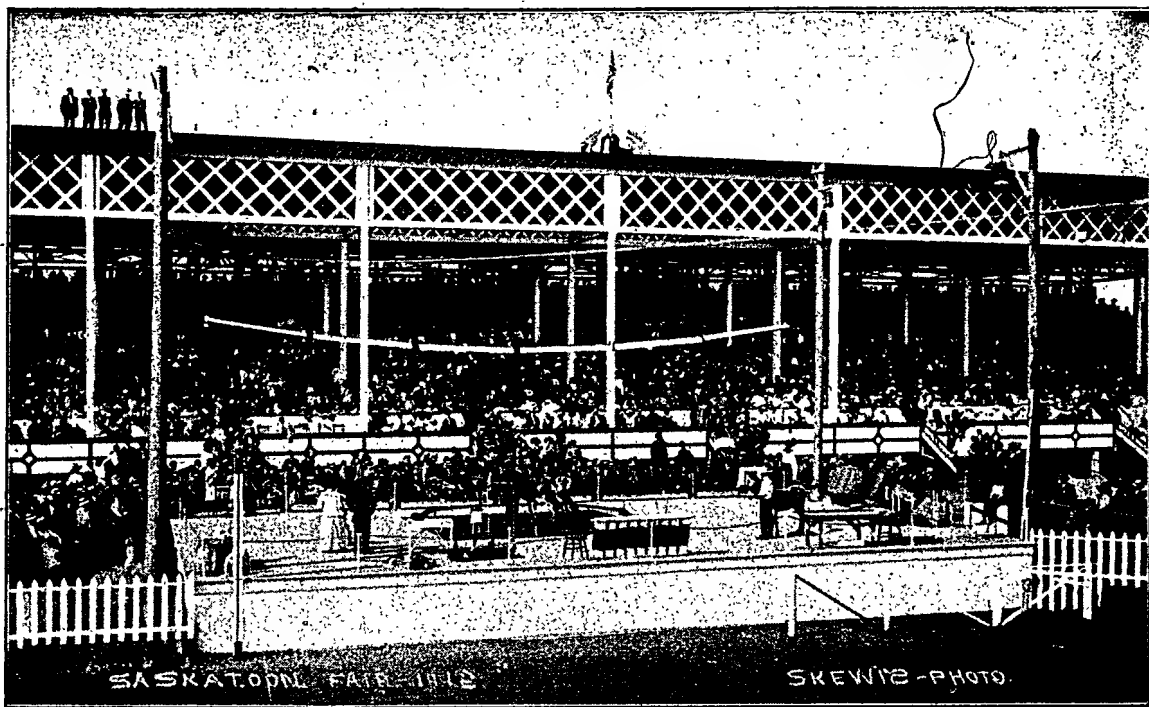
More than 50,000 acres of farm lands have been passed into the hands of the actual settler through the energetic movements of the W. B. S. Trimble company in the province and its environs. Money has been loaned on improved farms to enable the owner to make cherished improvements or bring his home up to the standard which he has hoped for.

Saskatoon Industrial Exhibition

The Directors of Saskatoon Industrial Exhibition
cordially invite you to their Annual Gathering on

AUGUST 4th, 5th, 6th and 7th, 1914

\$40,000
IN
PRIZES
AND
ATTRACTIONS



\$40,000
IN
PRIZES
AND
ATTRACTIONS

IN FRONT OF THE GRAND STAND
Showing the Immense Interest Taken in Our Free Attractions

An effort has been made to assemble not only the best that Canada can produce, but also an assortment of useful and novel exhibits from all parts of the world. In arranging details the Directors sacrifice none of the educational advantages of an agricultural and industrial exhibition, but they also provide that the function will be pleasure giving as well as profitable.

BIG RACING EVENTS

On the finest track in Western Canada, with record breaking entries to all races. Some of the very best trotters, pacers and running horses on the Continent have entered and exciting and good sport is assured.

ON THE MERRY MIDWAY
will be found
THE GREATER PARKER SHOWS
Something New and Entirely Different.

Enormous Engagement at Great Expense
of an aggregation of
FREE PLATFORM ATTRACTIONS
Seldom Equalled and Never Surpassed.

DELIGHTFUL MUSIC by the Best MILITARY BANDS

FANCY HORSES AND FASHIONABLE TURNOUTS
CHOICE CATTLE OF EVERY BREED
SHEEP FROM THE FINEST VARIETIES
SWINE OF EVERY PEDIGREED BREED
POULTRY OF ALL THE USEFUL BREEDS

AGRICULTURAL IMPLEMENTS AND MACHINERY
FARM, GARDEN AND DAIRY PRODUCE
FRUITS, FLOWERS, PLANTS AND
FLORAL DESIGNS
LADIES' WORK AND FINE ARTS

REDUCED FARES ON ALL RAILROADS

THE EMPIRE HOTEL

Big Modern Structure Possessing All the Comforts That Modern Building Methods Deem Correct.

TIME was when any kind of hotel accommodations would serve in Saskatoon and vicinity, but with the gathering of thousands of those who have been accustomed to modern luxury came a marked change in the methods of housing the travelling public. Saskatoon possesses the highest class hotels in the province, especially in such establishments as the Empire Hotel, Second Avenue and Twentieth Street.

This big hotel, erected by Baubier and Smythe eight years ago, was at that time fully an equal number of years ahead of Saskatoon. Six years ago it was acquired by Mr. Joseph Sutton, who has put into vogue the latest system of caring for the travelling public as well as meeting the requirements of those resident in Saskatoon who desire a comfortable home amid luxuries and conveniences.

From the large lounging room and offices to its smallest bedroom the Empire is a model of completeness and up-to-dateness. The structure contains one hundred and seventy elegantly furnished rooms, carpeted with velvety rugs and lighted by artistic electric fixtures. Hot and cold water is installed throughout the house with ample baths.

It requires a staff of thirty-five to serve the wants of the public.

The bar in this hotel is the finest in the west, with massive art fixtures, subdued lights

and stocked with as fine an assortment of choice liquors as can be found in the Dominion of Canada. In addition to the other conveniences of the house is a splendidly appointed barber shop with six chairs, occupying the basement floor. The pool and billiard room is also located in the basement.

The Empire Hotel is managed by Mr. Sutton's eldest son, Richard N., who has had considerable experience in the hotel business. A special feature of the hotel is the very excellent cuisine provided. The dining room is one

club breakfast can be had for as low as 25 cents, a lunch and dinner for 35 cents during usual hours, while a la carte menu is run during the day and evening. Another special feature about the Empire is that it is the only hotel in the city which serves meals continuously from 6:30 a.m. to midnight.

Rooms on the European plan may be rented as low as \$1 per day, or with bath and toilet, hot and cold running water, telephone, etc., at \$2.

Combined with the hotel is the Empire Theatre, Saskatoon's leading playhouse. This theatre has a seating capacity of sixteen hundred persons, and is modern in every particular, thereby attracting to the city the best road shows.

Special attention has been given to the exits and safety precautions. There are five exits on the ground floor and three in the balcony.

The Empire Theatre is under

the management of Mr. Joseph Sutton, Jr., who is a counterpart of his father in enterprise and progressiveness.

Mr. Joseph Sutton, Sr., came to Saskatoon in 1903 in connection with the Barr colony, acting as local agent until the colony business was settled.

As one of the pioneers of the city Mr. Sutton has been numbered among the group of progressive citizens who have created its glory and built it to its present dimensions.



THE EMPIRE HOTEL AND THEATRE—JOSEPH SUTTON Proprietor

of the most luxurious in Western Canada and is presided over by Mr. H. E. Boyes, a gentleman of world wide experience in some of the largest hotels on the continent. He has surrounded himself with a very efficient staff. The service and cooking is excellent in refinement and preparation. Special attention has been paid to the catering to suit all pockets, and while the guest may order anything to suit his fancy he may at the same time order a meal served in a refined style at hitherto unheard of prices in the city. For instance, a

THE SASKATCHEWAN IRON WORKS, Limited

Engineers, Blacksmiths and Machinists Who Are Turning Out Iron And Steel Products Which Are Daily Entering Into The Commercial Growth and Upbuilding of Saskatoon.

JUST as the growth and development of a thriving city depends upon the materials at hand, the life and enterprise of that city is dependent upon the work of the men who supply these materials, and the skill which enters into the handling and placing of these articles in quantities. During the formative period through which every village must pass before entering the plane of the metropolis, builders and contractors have been hampered through inability to secure the proper materials at the proper time. Shipments delayed at the factory or en route have in many cases tied up mammoth structures for weeks at a time. During the days when Saskatoon was passing from the village stage to the plane of the distributing centre of magnitude which it occupies today, it was at many times impossible to secure the demanded building materials in the city. The demand had not created the supply, and it was necessary to send to larger centres. This situation has been changed through the operation and co-operation of the men who head the Saskatchewan Iron Works, Limited, one of the companies formed during the formative days of the hub city of the province.

When the Saskatchewan Iron Works entered the field, builders, homeowners, farmers and every resident of the city demanding perfect iron and steel work at some time during the year, received the direct benefit. It was no longer necessary for the contractor or builder to send a rush order to an eastern establishment for structural steel, for rivets, tools or other equipment along that line because of the ability of experts employed by the Saskatchewan Iron Works, Limited, to supply these articles in the shortest possible time and at the minimum cost.

As a direct result of the operations of this company the steel work for many of the larger buildings of the city has been supplied. The



A. J. RANDALL

money formerly paid for this material in eastern centres has been kept in Saskatoon, has been paid to trained men whose families reside in the city and who are homeowners, and a prominent in-

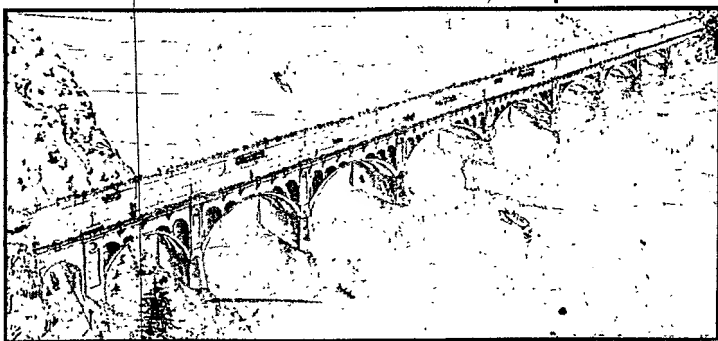
dustry of the city has been benefitted. Through this patronising of home industry, the city, the industry, the toiler and the purchaser, has been directly benefitted.

All branches of engineering work and the tools required in carrying out the plans provided are furnished by this company on request. The experienced corps of men employed is qualified to forge, hammer or temper any desired material or tool which enters into the farming or building professions. By giving the farmers of the surrounding district a place where their plowshares may be renewed, their equipment repaired, their horses shod, and their broken castings replaced, the company has not only become a medium for saving dollars to the soil tiller, but has brought business to Saskatoon that formerly was sent to eastern centres.

Standing at the head of this enterprising company, which has meant so much to Saskatoon, is Arthur J. Randall, president and manager, who purchased the business established by G. V. Tupper in the early days of the metropolis. Herbert Cheetham, secretary and treasurer, and an iron and steel expert, is associated with Mr. Randall in the Saskatchewan Iron Works. With these men managing the affairs of the company its future as connected with the development of the city, is assured. New quarters at Avenue D and 22nd street are the finest in the city. They have not only built up a business of prominence and magnitude, but have at all times taken a keen interest in the affairs of the municipality of which they are a part. Their names are linked with that of Saskatoon in the reference to progress made during the last few years. Their influence has been an influence for advancement and merited growth.

R. J. Lecky & Co.

Contractors And Builders Now Engaged In Constructing The \$500,000 Bridge Across The Saskatchewan, Who Have Erected Several Of The Larger Saskatoon Buildings And Have Enabled The City To Make Forward Strides



Half Million Dollar Concrete Bridge Being Built by R. J. Lecky & Co. Across the South Saskatchewan at Saskatoon

MANY commercial institutions, like individuals, have a prior claim upon public patronage and esteem through the demonstration of their abilities to meet the exacting demands of a discriminating populace and to turn out work of superiority. The company that while profiting from patronage gives back to the public benefits in the form of development and improvement of facilities, occupies an enviable position of prominence in the community.

Saskatoon's remarkable strides toward the metropolitan goal during the recent years of the transition of the village to the commercial centre of northern Saskatchewan, have been made possible through the operations and endeavors of firms and individuals of the solidity and enterprise of the R. J. Lecky Company, builders and contractors, the largest operatives in the province and the firm which has been entrusted with the half million dollar concrete bridge spanning the placid South Saskatchewan at Twenty-Fifth Street.

Mention of the name of the Lecky company to the man versed in affairs of the province and the surrounding district immediately brings to his mind the thought of operations of magnitude, the construction of big things and the erection of structures and bridges of such size as overshadow the ability of the ordinary contractor whose work is confined largely to the buildings which fit his position. R. J. Lecky, president of the company, and his associates, are big men. They do things on a big scale and so successful has been their work during the last several years that their advice and counsel is sought throughout the province when projects demanding the expenditure of millions are discussed. A glance at the superstructure of the

reinforced concrete bridge, one of the longest and largest in the world, gives the layman an insight into the ability of the R. J. Lecky Company to bring to successful completion the most intricate and massive structures without accident or hitch.

When the contract for the construction of the new bridge was let to the Lecky company by the provincial government, work was immediately started. Delays were scoffed at and two hundred men were brought to the river site, tools were installed, engines were set up and it was but a short time until the concrete pouring had commenced.

Conservatism, speed at no expense to perfection, the use of the best materials obtainable on the market, the employment of skilled artisans who are residents of the city and district where the work is being done, the installation of all manner of safety devices to protect the life and limb of all employees and the completion of the task to the complete satisfaction of the owners—these are factors which have entered into the success of the R. J. Lecky Company and which have become maxims among the men whose names appear on the payroll.

The Saskatchewan bridge when completed, will be one of the most magnificent structures of reinforced concrete in the Dominion. Spanning the river at a point where the University of Saskatchewan will be placed in direct communication with the city proper, giving students opportunity to reach their homes with out carfare expense, the massive structure means much to the city and district. Through the co-operation between the city and provincial authorities, Saskatoon will bear one third of the expense while the province

pays the remainder, the estimated cost of the completed structure being about \$500,000. Despite trivial delays because of legal tangles regarding the advisability of placing a draw span in the bridge to allow the passage of river vessels, work is constantly progressing, nearly 100 men being engaged pouring concrete for the massive piers and approaches.

It was through no political machination or combination that this and other provincial and city contracts have been awarded R. J. Lecky and Company. Absolute confidence in the men at the head of the concern and their proven ability to turn out the highest grade of work in the shortest possible time, have placed them high in the estimation of provincial heads.

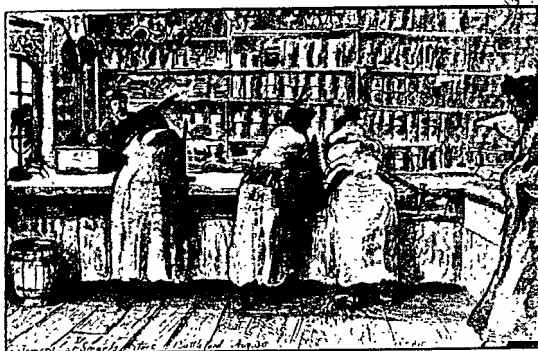
Another mark of the work of this company standing as lasting monuments to the Lecky method of doing things, is the new \$150,000 Knox Presbyterian church, near the north approach of the bridge, which has recently completed by the Lecky company. Other monuments to their endeavor are the six-storey Thompson Chambers office building on Second avenue and the new Merchants Bank Building, also on Second Avenue. In construction and architectural beauty, these buildings are leaders in Saskatoon.

With offices at both Regina, the capital, and Saskatoon, Mr. Lecky is able to give all work his personal attention, leaving skilled men in charge over the men direct, these superintendents being well qualified and chosen for their executive as well as structural ability. That this company has gained its present enviable position in the Canadian west has been due largely to the incessant toil and constant endeavor of Mr. R. J. Lecky, western Canada's leading contractor.

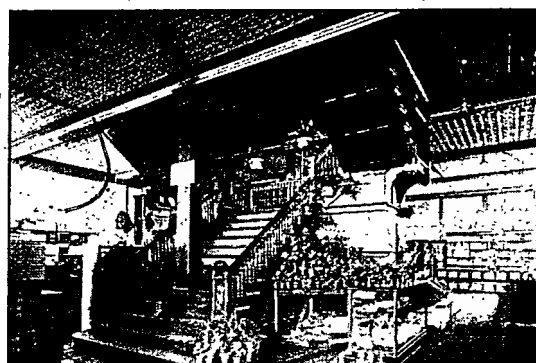
THE EVOLUTION OF A BUSINESS



1906
James Clinkskill Department Store, Battleford



1883
Mahaffy & Clinkskill General Store, Battleford
Looted and Burned by Indians 1885



1906
James Clinkskill Department Store, Saskatoon

BEGINNING at Battleford in 1883 as a general store, hundreds of miles from railway communication, pegging away undismayed under stress of pillage and destruction, under difficulties created by bad crops and financial depressions, always holding to the principle of straightforward dealing in all transactions, continuing to expand with the development of the country, till in 1906 the two department stores in Battleford and Saskatoon were operating, and finally in 1914, specializing in men's clothing and shoes, and in men's, women and children's shoes, there are the three stores in Saskatoon providing the very best goods possible to be manufactured and at reasonable cost to the purchaser.



1914
Clinkskill's Limited Fit-Rite Clothing Store
118 Twenty-first Street East, Saskatoon



1914
Clinkskill's Limited Regal Shoe Store
129 Second Avenue East, Saskatoon



1914
Clinkskill's Limited Fit-Rite Clothing Store
129 Second Avenue North, Saskatoon

Clinkskill's Limited Three Stores Saskatoon

THE man who selects some special field or line of endeavor and gives the labors of a specialist to his efforts has won the battle of success. In every great movement, such as has taken place in the west within the past few years, there are men who concentrated upon one thing and pressed it to success while his neighbor was groping around waiting for something to fall his way. Not only does the specialist benefit himself but he gives to the community the impetus so necessary to the success of the whole, and if his line is one that meets a public necessity, his works bear fruit not only in the shape of profit for himself but helps to create business for others.

This is why Angus McMillan, real estate and farm land dealer, with offices at 305 Connaught building, has been one of the strong cogs in the big machine of progress now running so smoothly in Saskatoon. Mr. McMillan, immediately upon becoming a resident of the city in 1903, saw the advantages to be derived for securing settlers to populate the farming districts, and thus give incentive for the building of cities. Saskatoon had something like five hundred souls within its bounds in those days, and there was little to hint of what would follow save strategic location. Even this advantage was negligible unless settlers were secured, therefore Mr. McMillan, who believes in building well, began reaching out and securing settlers for the Goose Lake country. For four years he was engaged in this pursuit, while at the same time giving emphasis to his arguments in favor of the country by engaging in farming operations. Fully one thousand settlers came in through his missionary work, and there is hardly an old cabin in the district that does not stand as a monument to his zeal, and to these first settlers is due the creation of a city like Saskatoon.

Previous to coming west Mr. McMillan was a practical farmer and knew the value of the soil as a wealth producer. He understood the needs of the settler and gave those coming in every aid and encouragement.

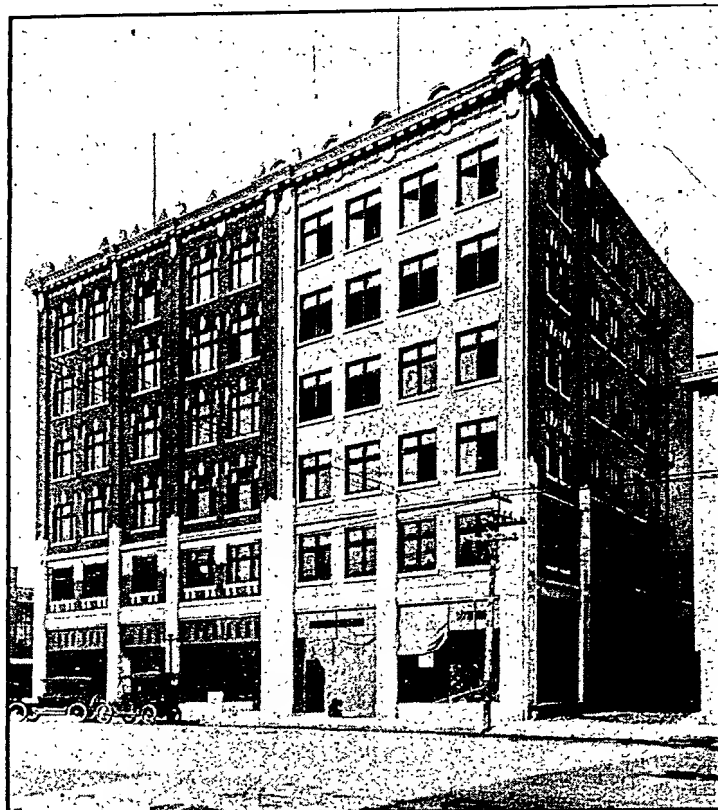
Angus McMillan



Real Estate and Farm Specialist Who Was Instrumental in Securing Many Settlers for Saskatoon and Goose Lake Districts.

Among his contributions to the business district is the Glengarry building, adjoining the Connaught block, on Third Avenue.

Mr. McMillan is a member of the Realty Board which is composed of the substantial real estate

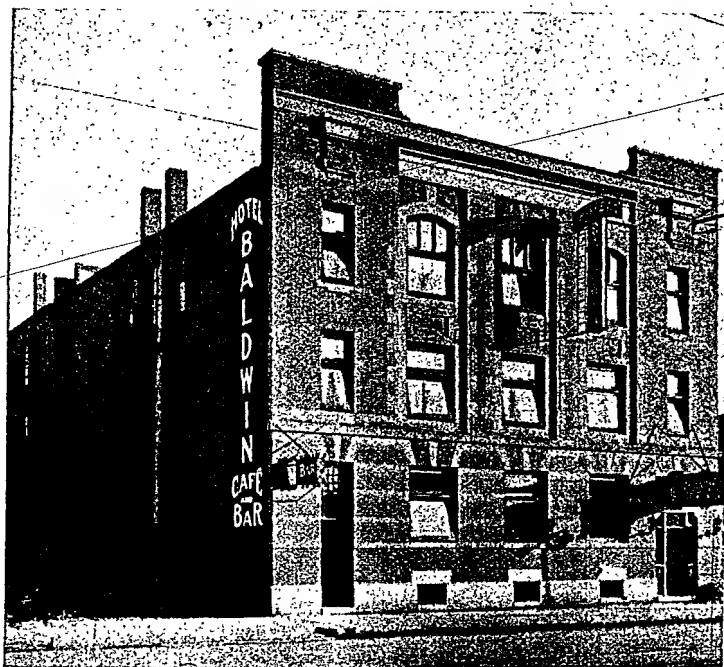


The Glengarry Block (Right) on Third Avenue, Owned by Angus McMillan

men of the city, and when the movement was launched, looking to creating a million dollar fund for industrial purposes he was captain of one of the companies and secured subscriptions of approximately fifty-six thousand dollars.

The Hotel Baldwin

Saskatoon's Home Of Comfort Located In The Heart Of The Business District And Conducted By A Corps Of Men Whose Experience In The Hotel Business Is Devoted To The Comfort Of The Guest And Travelling Salesman.



FIRST impressions of a city gained by the possible investor are in most cases the lasting impressions and incidentally the means of inducing the visitor to invest in the city or shun the district. These first impressions are largely given by the hotels, the first stop of the investor in the metropolis. Adequate accommodations,

whether it be in the dining room, the room or suite or the well equipped bar room, go far not only toward converting the traveller to the cause of the city but in making him one of the men on whom the city and its populace may depend for actual aid in the future.

When the Hotel Baldwin, Second Avenue, was opened to the public, Saskatoon was given another asset which has proven its ability to satisfy the wants and desires of the most discriminating patron. Five years ago, when Saskatoon was making its first strides toward assuming the stage of the metropolis of today, the Hotel Baldwin was erected by R. N. Baldwin as an apartment house. The three-storey brick structure in the center of the business district of today was at that time thought located in what promised to be the outskirts of the commercial section. Times proved the worth of judgement of the owner, however, and instead of becoming an apartment house the Baldwin was thrown open as a full fledged hotel.

With its 66 rooms, all furnished to suit the taste of the most exacting, the Baldwin Hotel is today leading the hostelrys of its class in Saskatoon for patronage and prominence.

When the Baldwin Hotel Company, Limited took over the management of this popular hostelry a new era was marked in the hotel business in Saskatoon. When the Hotel Baldwin was opened as a hotel in July 1911, provision was made for the accommodation of guests who pride themselves upon occupying comfortable quarters.

Mr. J. P. Richiger, manager of this hotel, is listed among the best known hotel men of the district. For years he has been associated with the business in various capacities and during later years has been manager of leading hotels in the western portion of the dominion. Associated with Mr. Richiger in the Baldwin Hotel Company Limited, are Mr. Fred Wentzler and other business men of prominence in the city and province.

Heads of the Baldwin Hotel Company, Limited, have become men of prominence in the city through their activity in municipal affairs. They have given the city an hotel of which Saskatoon is justly proud and through their steadfast business methods have elevated themselves to positions of prominence in the community.

The Radiant Sign Company

Artists Who Have Succeeded In Transforming The Hideous Sign Board to a Thing of Beauty Through Expert Touches of Brush

ADVERTISING during recent years has undergone a revolutionary change from the fact that modern-day citizens demand the quality rather than the quantity, and expect that quality to be depicted to them through the newspapers, or, best of all, on the sign boards which attract their attention on their way to and from the office, store, theatre, or other place of business.

Art, combined with the "punch" which impresses upon the mind of the reader the qualities of the article advertised has been the secret of the success of one of the firms of which Saskatoon and the surrounding district is justly proud—the Radiant Sign Company.

It has been little more than one year ago since the Radiant Sign Company was organized by Alexander Huston and David Black, both being experts in the handling of the brush.

The Radiant Sign Company is in no manner affiliated with the corporations which mulct the dealer, and which belittle the city by placing unsightly boards on prominent corners and civic beauty spots. Work of this concern has been confined to the painting and decorating of refined spots, the work in itself being a mute compliment to the abilities of the men at the head of the company.

From childhood Mr. Huston has been a devotee of the artistic, and today he is recognised among the leaders in his line. He came to the Canadian west several years ago from Toronto, where he was affiliated with a sign painting company.

Mr. David Black, part owner in the company, and one of the most efficient wielders of the brush in the city, has been for several years connected with the Globe Company, one of the largest sign concerns in the western portions of the United States and Canada, before aligning his forces with Mr. Huston.

In an effort to eliminate the so-called sign board evil the Radiant Sign Company has purchased desirable sign locations throughout the city.

DUTTON-WALL LUMBER CO.

Pioneer Building Supply Concern That Has Played an Important Part In The Development of Saskatoon and the Wonderfully Resourceful Country Surrounding

WHATEVER might be said of the development of Western Canada and especially northern Saskatchewan and the city of Saskatoon there are certain influences that stand out vividly not only for the example they have placed before the world, but for the enduring good they have exerted on behalf of mankind. Institutions, like individuals, assume importance in proportion to the benefit they bestow upon a community, and in this regard the industry, business or firm that launches upon a firm foundation with a given purpose in view, establishes itself as one of the permanent factors in the community, commands the esteem and respect of everyone in that community.

For this reason the Dutton-Wall Lumber Company at once becomes something more to Saskatoon than merely a business concern doing business in this district. Its influence in the building of the city and aiding in the development of the agricultural resources of the northern portion of the province has been one of the prime factors in imparting to city and country a permanency of foundation.

Its immense lumber yards at 103 Avenue A South, are stocked with the best products of British Columbia mills, and the large supply houses furnish hardwood finishings for offices, mercantile, commercial, civic or residence building.

The Dutton-Wall Lumber Company began business in Saskatoon about eight years ago, and the firm is composed of Mr. William P. Dutton, president and treasurer, George E. Dutton, vice-president, and G. H. Wall, secretary and manager. The company maintains branches in Manitoba and throughout Saskatchewan, and the local yards are under the management of Mr. John A. Telfer, whose business acumen and methods have established the company as one of the strongest permanent influences in Saskatoon.

In addition to the regular stock of rough and serviced lumber, the company carries lime, cement, plasters, brick, sash, doors, mouldings, patent roofing, hardwood finishings and every item entering into fine building construction.



J. E. ROY

J. E. ROY & COMPANY

Up-to-date Realty Company that has its Ear to the Ground and Serves as Splendid Medium to Investors through Which to Embrace Opportunities.

SUCCESS in a chosen line of endeavor seldom is the result of opportunism. While prevailing opportunities might have a direct bearing upon the measure of success achieved, underlying the whole, if anyone care to investigate, will be found evidence of the eminent fitness of the man or men for the thing accomplished. This might be applied to any line of business, but it was never more vividly portrayed than in the success of the firm of J. E. Roy Co., composed of Messrs. Joseph E. Roy and Alexander C. Hosie, real estate investments, 141 Twentieth Street east, real estate experts. The term "experts" is used advisedly, for a glance at the results achieved by these gentlemen shows that not only was opportunity recognized, but that the greatest measure of achievement was wrested from applying expert knowledge and the "punch" that goes with progressive business ideas.

This is vouchsafed in the remarkable success that has followed their efforts in the real estate field in Saskatoon and the farming regions of the district surrounding. Launching forth upon a program of progress and sound business principles this company has built up a reputation that proves a valuable asset following a spirited boom. Scouting, transactions of a questionable character, the company adhered to the strictest business ethics, with the result that conservative investors, recognizing the advantage of dealing with a firm knowing values and opportunities

have been happy to entrust their transactions to the hands of Messrs. Roy and Hosie.

Mr. Roy might be said to be the trail blazer for the company's progress. Possessing as he does a keen knowledge of conditions both present and possible, an apt student of everyday affairs, well read, well informed and fully abreast of the times, he never espouses a venture until he has applied a thorough business analysis to its every detail.

Mr. Hosie, the junior member of the firm, is a born salesman, of a magnetic personality, conscientious in his dealings with his fellow man, and imparts confidence and optimism to all with whom he comes in contact.

Mr. Roy has been engaged in the real estate business in Saskatoon for the past four years, and during that time has handled many of the choicest gilt-edged properties of the city. Previous to entering the company Mr. Hosie was a locomotive engineer, and was foreman of the C.N.R. shops for a year before deserting mechanics to find his strongest weapon for success.

The company holds valuable interests on the west side of Twentieth street, as well as other holdings distributed in growing sections of the city. Their listings include fine residence and business properties, houses for sale and rent and improved city and farm lands. In the farm lands department there are large listings of finely improved properties as well as wild lands, held for sale or trade.

THE ALEXANDRA HOTEL

Saskatoon's Most Popular Family Hotel, Located on the West Side, Within Easy Reach of Depots, and Away From the Din of the Traffic of the Growing Metropolis

REMARKABLE strides made by Saskatoon during the past several years, marking the transition of the village to the metropolis have been made possible through a combination of causes and efforts, the large part of which has been due to the satisfactory hotel accommodations furnished by the hostleries of the city—and among these hotels is the Alexandra, the new, modern structure at Avenue F. and Twentieth Street West stands pre-eminent.

During the days when Saskatoon was crowded with investors, when the city was enjoying the growth which has made possible the metropolis of today, the demand for desirable hotel accommodations became so great that the erection of the Alexandra was deemed advisable.

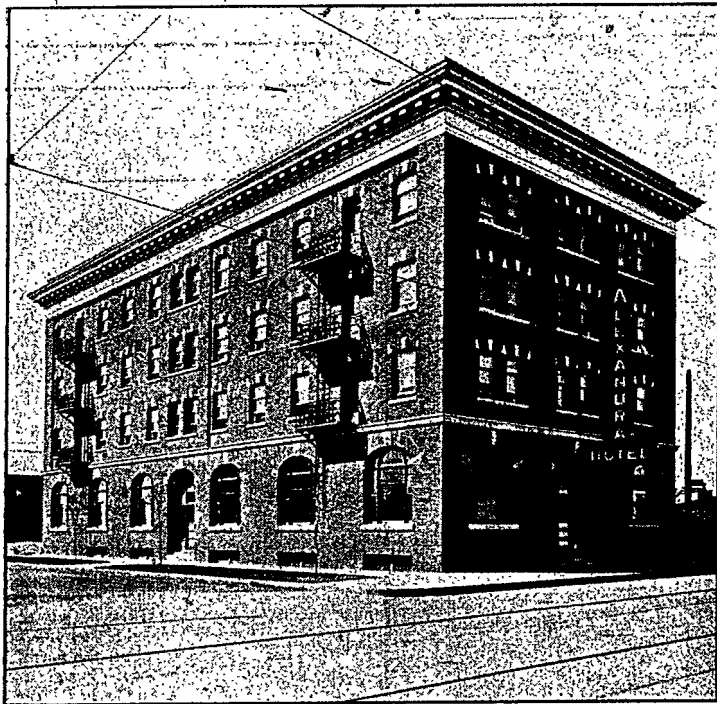
When Mr. A. C. Hosie, the proprietor of this popular hotel, opened the doors for business, he added another institution to the city of wonders that has since proven a valuable asset. Erected on the west side of the city

away from the din and noise of the commercial center, yet within a short distance of all depots, with bus connections and with the street cars passing the door every few minutes, the Alexandra has been selected by scores of prominent business men and commercial travellers as their Saskatoon home. As a family hotel the Alexandra leads. Accommodations have been provided for the care and comfort of each and every guest. When the hotel was planned suites were arranged for the occupancy of families, these suites at the present time being leased by men of prominence in the community because of their ideal location and because of the extreme care taken by the management of the hotel in making each guest comfortable.

Under the management of Mr. A. B. Traeder, a hotel man of years of experience, the Alexandra has reached its present position of prominence in the community. Not only is the hotel regularly filled by residents of the city but it is selected as the stopping place of comfort



A. C. HOSIE



THE ALEXANDRA HOTEL

by many commercial travellers and investors who visit Saskatoon. Service of the highest class, the individual attention given to guests and the ability of the management to meet every request of patrons has been responsible for the popularity of this institution.

Operated on the European plan, with a commodious dining room in connection, the hotel is patronized also by commercial leaders of the west who have found the Alexandra luncheon and club breakfast as well as the dinner, the finest obtainable in the city. Rates have been placed at the low figure of \$1 per day, \$1.50 being asked for rooms with bath and toilet in connection. The reasonable rates with the best of fittings in the rooms and suites have been another factor in the leadership.

Hot and cold running water has been installed in each room, every guest being in direct connection with the office through the bell system, and in addition the rooms are so arranged as to place every guest within convenient reach of the baths and toilets.

The elevator service is ideal, the lift taking the lodger to his floor without the tiresome climb imposed in many of the hotels of the city and district.

The club breakfast served in the hotel at 25 cents to \$1 has proven a popular attraction. Dining in comfort, with the food served in the tasty manner as at the Alexandra, prepared by chefs whose experience is wide and surrounded by every convenience provided by the Alexandra management has given the guest of this hotel the opportunity to enjoy his stay to its fullest possibility.

Both Mr. Hosie and Mr. Traeder have at all times taken an intense interest in municipal affairs of Saskatoon, toiling incessantly for the betterment of the city and the upbuilding of the district—they have selected as their future home. Their influence and their achievements are factors which have entered into the growth of Saskatoon.

Saskatoon Liquor Company



Supply Depot for Foreign and Domestic, Malted and Spirituous Beverages and Champagnes and Sole Agents in Saskatoon for "Buffalo" Brand Calgary Beer.

NO sideboard is complete without a stock of pure liquors, whether for medicinal use or for the pleasure of those who desire a little stimulant now and then. "Tell me the brand of liquor he drinks and I will tell you if he is a gentleman," is an apt phrase and closely describes the view one takes of his neighbor.

Good liquors are indispensable to the well regulated home and a well-appointed club or other gathering place for congenial spirits. These can only be obtained by patronizing those houses that have a reputation for dispensing only pure goods: It is through the purity of its products and the completeness of its stock that the Saskatoon liquor company, 216 First Avenue south, obtained this reputation and become one of the most popular liquor dispensing establishments of the city.

The business was established in 1906 by Mr. Thos. Pugh, who has been a resident of the Canadian west for the past twenty years. During that time Mr. Pugh was associated with various breweries, and there learned the value of fine malted brews.

In the stock carried by the Saskatoon Liquor Company is every beverage demanded by the discriminating public, ranging from cordials to the most expensive imported wines, both domestic and imported beers.

The house has become the supply point for hotels, and in addition to its liquors handles a large number of the most famous brands of cigars.

The heaviest volume of trade comes through supplying family demands, created through customers having tasted the Pugh methods and found the house

always prepared to meet an emergency caused by sudden guests or other unforeseen conditions.

A quick delivery service is maintained and telephone orders receive prompt and careful attention.

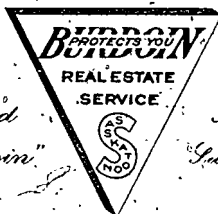
The Saskatoon Liquor Company is the source of supply to physicians who prescribe pure liquors to patients, owing to its reputation for having permitted none but the purest stock to enter its establishment.

Mr. Pugh is a strong advocate of purity in goods, and is a splendid judge of quality and allows nothing on his shelves or in his warehouse that does not approach the standard maintained by his house.

By a strict adherence to the highest business ethics and his progressive and constructive citizenship, Mr. Pugh has built up a large circle of friends and has become one of the foremost business men of Saskatoon.

MEMBER SASKATOON REAL ESTATE BOARD

Real Estate Investments
Agreements Purchased
Cable "Burdoin"



Investment Accounts
Mortgages, Valuations
Saskatoon, Canada

ALFRED F. BURDOIN

SASKATOON, CANADA



ALFRED F. BURDOIN

RELIABLE SERVICE is the HALLMARK of SUCCESS.

When you buy or sell real estate you need a QUALIFIED broker to protect your interests, just as you need an experienced physician when ill or a good lawyer in legal affairs.

Our SERVICE protects you as to LOCATION and VALUES and assures the PERFECT EXECUTION of legal documents.

We believe that the next five years hold EVEN GREATER potentialities for Saskatoon and Central Saskatchewan than has been experienced in the past. Much money will be MADE in WELL-SELECTED real estate purchased at present prices.

Mortgages and Agreements for Sale based upon HIGH-CLASS IMPROVED City property and CHOICE IMPROVED farm lands at conservative valuations are THOROUGHLY SOUND investments yielding large returns with large safety margin.

Our INVESTMENT SERVICE for clients is based upon COOPERATION in practice and MUTUALITY in results.

Write today for information.

FIFTH YEAR OF ACTIVE EXPERIENCE.

George G. Calder

SASKATOON—the city of young men. This might well be the slogan applied to this metropolis of Saskatchewan which has been made possible through sound endeavors of young men in years but old in experience who have cast their lot with the community and have labored long and earnestly for the upbuilding and development of the district. Saskatoon is truly a city of young men, yet these young men have not been builders who have been content to sit idly by and watch the district develop purely through the natural course of events and the westward trend of the populace. They have been unafraid, fearless, conservative and careful, yet never hesitant to enter the commercial fray and carry their share of the burdens of the municipality. Prominent among the men who have made possible this growth is George G. Calder, who, in 1905, harkened to the call of Saskatchewan and located in Saskatoon. Today he is not only well and favorably known in the city but has become a factor in the real estate and bond circles of the entire province.

Early training of George G. Calder has well fitted him for the position of prominence he now fills among the leading business men of the city and district. Mr. Calder came to Saskatoon with a wide experience in banking, wholesale, insurance and financial lines as well as in railway



GEORGE G. CALDER

Dealer in Real Estate, Bonds, Loans and Insurance,
Who Has Played a Prominent Part in the Development of Northern Saskatchewan.

circles, and when he established the insurance, bond and loan business in the city, Saskatoon's investing public, business men and other residents, were given the benefit of these years devoted to the study of finance.

For two years after locating in Saskatoon Mr. Calder was identified with the Saskatoon Loan and Realty Company. He was later named deputy sheriff of the judicial district. For four years Mr. Calder filled the position with honor.

When Mr. Calder was made the Saskatoon representative of the Canadian Mortgage Association, one of the largest financial institutions in the dominion, his ability to handle financial affairs of magnitude was given another opportunity for demonstration. He has built up a remarkable business in real estate and insurance, being the representative of a dozen of the leading companies of the United States and Canada.

His wholesome business experience, his energetic presence, and his ever-faithful toiling to aid his fellow men have endeared George G. Calder to the hearts of hundreds of residents of Saskatoon and the surrounding district where he is well known. His work has given zest to the endeavors of others and his example has been an incentive to the younger men of the community.

F. R. Bailey & Company

A Department Store That is a Symposium of Beautiful Goods of the Latest Style and Lowest Prices

IF there is a distinguishing feature of Saskatoon's pride it lies in its big business establishments and the strides they have made within the past few years to keep pace with the demands of the rapidly growing and up-to-date city. Whatever may be said about the remainder of civic progress the city's stores have kept out ahead of the procession and harmonized fully with the general scheme of progress.

For this reason F. R. Bailey & Company, department store, 216 Twentieth street west, has won a high place in public esteem. The company is composed of Messrs. George A. Harris, John Laycock and F. R. Bailey and the big store is under the management of Mr. George A. Harris.

Perfection is the watchword from one end of the store to the other and ten experienced salespeople are employed to serve the wants of customers.

A splendid stock valued at approximately \$30,000 is carried, and among this is the ladies' ready-to-wear department, the materials for which have been recruited from the fashion centres of the continent, embracing correct weaves and styles and having a range of prices that cannot be duplicated west of Toronto.

Expert decorators and drapers are employed to display goods to advantage, showing trimmings and other materials to match, and a delivery service employing two wagons is maintained to serve the public.

The men's furnishing department is one of the most inviting places in the city for the good dresser.

The grocery is stocked with every standard brand of staple and fancy groceries, all of which are fresh and the acme of purity and excellence.

The F. R. Bailey & Co. establishment is one of the business houses of which Saskatoon is proud and one that has won its way on merit.



Trade Mark

The Standard Investment Co., Limited

General Financial Agents

LOANS negotiated on Farm and City Property at Lowest Rate of Interest in the Strongest and most Reliable Companies.

We make a Speciality of Insuring Farm Buildings and contents.

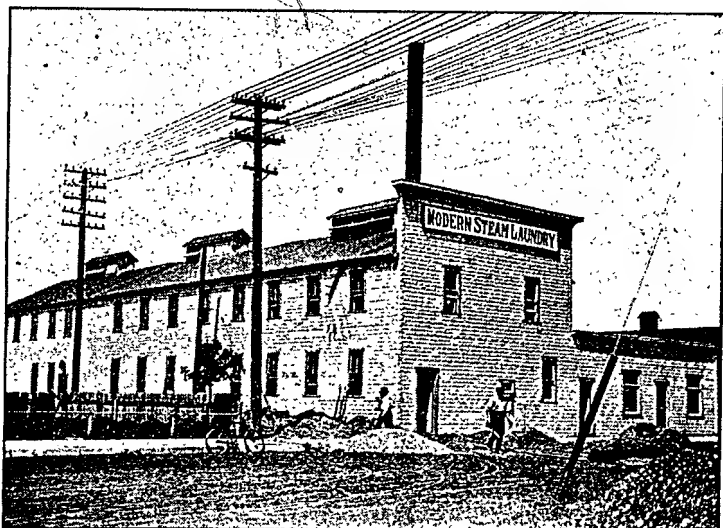
City Property and Farm Lands, Sold or Exchanged

PHONE 2059

111 Second Avenue S, SASKATOON

The Modern Steam Laundry

Saskatoon's Most Modern Steam Laundry Which Has Built Up a Lucrative Business Through Careful Attention to Turning Out Work Without a Flaw—S. Parrett, Prop.



Modern Plant of the Modern Steam Laundry

MODERN invention, combined with the activities of business men of merit, lifted the heaviest drudgery of housekeeping from the shoulders of the housewife and made possible the establishment of big industries by the perfection of the steam laundry machinery, and the elimination of unsanitary surroundings found in the antiquated Oriental wash house.

In the days before the modern steam laundry

supplanted the washtub and its terrors, "Blue Monday" was an established part of the household routine, disliked alike by housewife and the home provider. Natural desire for economy sent many frail women to tasks for which they were totally unfitted, and transformed patient loving wives into nervous wrecks.

With the entrance into the field of such progressive, modern institutions as the Modern Steam

Laundry, all such conditions have been changed in Saskatoon homes, this up-to-date accessory to the city life having placed within the reach of the housewife the opportunity for placing that Monday burden in capable hands at a cost trivial in comparison with the relief from toil and drudgery.

Through the enterprise of Mr. S. Parrott, proprietor of the Modern Laundry, the most up-to-date machinery obtainable has been installed, the regular washings passing through a process which lessens the wear and tear, and in which the sanitary conditions are ideal. Great care is taken by employees of the institution to prevent linen from coming in contact with unsanitary surroundings, such as are prevalent in Chinese laundries, where the slant-eyed Orientals are herded into one small room, filled with foul smoke, and where these aliens do their work under conditions that make the goods more objectionable and unclean at each washing, not reckoning upon the loathsome habits employed, such as spraying the clothing with the mouth.

Four years ago Mr. S. Parrott, opened the business with but a few hands and with but one wagon. A portion of the building now occupied was erected at that time. It was not long before additions to the working staff and to the building were made necessary, until today a permanent staff of 60 trained laundrymen and women are on the payroll, the staff at times reaching the 100 mark. Mr. Parrott distributes between \$3,000 and \$4,000 monthly among these employees. It will be readily seen that the Modern Laundry is one of Saskatoon's largest institutions as well as one of the largest employers of local labor.

The laundry occupies a slightly spot at 439 Avenue B south, high on the bank of the South Saskatchewan river, overlooking the city.

W. D. CAMERON, Successor to Hopkins & Cameron

IN modern business the personality of the man or men behind a company or business enterprise offers one of the safest guides to the investor who is seeking to improve his capital by placing it in communities where values are destined to increase. The first element to be considered by the investor is the fitness of the man with whom he is dealing to guide him into right channels, and the firm's reputation in the community in which it operates.

Some men enter a business with the sole object of selling regardless of the final result to the client. Conscientious business men, in whatever business they are engaged, consider the client's interest as paramount to their own. It has been upon such a substantial basis that Mr. W. D. Cameron, successor to the firm of W. Hopkins and Cameron, has based the business which bears his name, and which has come to be recognised not only in Saskatoon, but throughout the surrounding territory as the substantial institution upon which they might depend.

When the firm of Hopkins and Cameron was formed in 1911, Saskatoon was at the height of one of the greatest civic booms known to the Canadian west. Despite the fact that Mr. Cameron, as well as his partner, were given opportunities galore to stray from the path of conservative and careful business endeavor, they clung fast, and as a result, Mr. Cameron has justly attained that position of prominence in the community which is awarded the deserving man or institution which has striven for and has won the due recognition.

Pioneer Real Estate Dealer and Financier Who Has Played An Important Part In The Development Of Saskatoon And Is Today Known As A Leader In The Progressive Element Backing The City and District



W. D. CAMERON.

When Mr. W. Hopkins, former mayor of Saskatoon, and Mr. Cameron formed the Hopkins & Cameron Company, Limited, they established a policy of uprightness. They refused to deal in lands or city property which carried the suspicion of being without title. They maintained the protective policy for their clients, and the result has been the elevation of both men to their present positions. When Mr. Hopkins retired from the company, leaving Mr. Cameron to shoulder the burdens and guide investors aright, this sturdy citizen carried with him the original policy and has become one of the leading real estate men of the province through the operation of that "square-deal" system.

Mr. Cameron is one of the best judges of farm land and city property values in the province. His operations as a real estate dealer have been based upon his experience as a soil tiller, his personal experience as a man-to-man dealer. Mr. Cameron has not allowed sentiment to interfere with his method of doing business, he has not allowed the so-called "wild-cat" influence to lay hold of his personality, and so thoroughly has he practised his profession that he is today recognised among the leading dealers of the city, and one of the citizens who have made possible the present city of Saskatoon.

Being in business and being a business man are as different as two opposites. Mr. Cameron is a business man in business. His clients, numbering hundreds, recognise the fact and place their investments in his hands.

Plumbing and Heating Contractor.
Sanitary Systems Installed.

JAMES BRANDON

Latest and Most Improved Fixtures
Carried in Stock.

ACITY'S sanitation is one of its gravest problems, and one which has engrossed the attention of municipalities throughout the world. Sanitation hinges as much upon installation of equipment as it does upon rules and regulations governing the question. The greatest restrictions may be placed around plumbing and sanitary installations, but unless an expert is employed in carrying out the regulations they come to nought, and serious consequences and epidemics may follow.

Therefore it is well that such work should be entrusted to such men as Mr. James Brandon, who has made sanitary plumbing and installing of heating and other necessary modern systems his life's work. Having given twenty years to scientific plumbing Mr. Brandon became a valuable addition to Saskatoon when he became established here as chief plumber for the Westhaver Hardware Company, and more so when he branched out for himself two years ago, and gave Saskatoon one of the most modern and complete plumbing establishments. Mr. Brandon has his establishment located at 217 Second avenue north, and it is from here that he directs a large force of men in the installation of the modern plumbing, heating, hot water and sanitary equipment which he



JAMES BRANDON

Mr. Brandon makes a speciality of installing elaborate plumbing fixtures for residences, and also is equipped for and handles the latest and best hot water and steam heating materials.

This house has installed some of the largest plants in the city, including such as the Canada building, Saskatoon's largest and finest office structure; Cobbold block, Second avenue; King Edward Hotel, Argyle block, Bank of Nova Scotia's new quarters on Second avenue, residence of Dr. J. McG. Young and other residences. The latter two contracts were the largest let in the city this year and went to Mr. Brandon, because of his ability to do perfect work and supply the latest and most convenient plumbing systems.

Mr. Brandon is one of the substantial men of the city, having acquired valuable property and developed his business into a large and permanent establishment capable not only of meeting the needs of the city, but extending his field of operations to other centres desiring modern work.

In public affairs he is found aligned with the progressives who have created Saskatoon, kept it going forward during the recent depression, and brought it triumphantly through the western crisis, and made it stronger and better than before.

The Great Western Furniture Company, Limited

One Of Saskatoon's Big Institutions Through Which Beautiful Homes Not Only In Saskatoon But In The Surrounding Towns Have Been Equipped With Necessities Luxuries, And Comforts

SOME men launch out as shopkeepers and despite the advance of the remainder of the community remain shopkeepers to the last. Every city has its quota of this class of institution, and it is only through the breadth of business judgment and the farseeing intuition of a thoroughly trained business mind that the newer western communities have been able to break away from this lack of progressiveness and surround themselves with the things necessary to create polite society and at the same time reach the plane of metropolitanism so characteristic of cities like Saskatoon.

It is through such splendid business houses as The Great Western Furniture Company, Limited, 205 Second Avenue, South that the lovers of the beautiful in the home have been able to indulge their tastes and have the things that bespeak a refined taste as well as reflect the advancement of the city as a whole.

It is characteristic of the Anglo-Saxon that his home shall be his castle, a place embodying all the refinement and luxury of modern ideals. It is also characteristic of the progressive business man that he seeks always to provide those things demanded by the public. A trip through the handsome establishment of The Great Western Furniture Company reveals to what extent this establishment has gone to supply the wants of the most luxury loving as well as those whose purse will permit only the substantial necessities of life.



Warehouse of the Great Western Furniture Company, Limited

His early experience was gained in the furniture factories, with a training in salesmanship in the furniture department of Timothy Eaton and Company, Winnipeg. Mr. Paul understands the construction of furniture,

The draperies, wall-paper, and upholstering department are under the charge of Mr. Robert Bailey, who gained his experience in the largest decorative house in the Old Country, with a Canadian experience in the famous decorative houses of Henry Morgan & Co., of Montreal, and Murray & McKay & Co., of Toronto.

The picture and art department is under the charge of Mr. Byron Pratt, whose stock of pictures is a delight to every art lover. Expert salesmen are employed in every department who are capable of drafting plans for decorations and supplying every article necessary for the wonderful effects noted in many fine homes of the City.

This system has taken the burden from the shoulders of those who lacking the full artistic conception in selection desired the effect of good taste in the initial stages of house furnishing.

In the buying department the same discriminating judgment has been shown as is manifested in the sale department. Each line is selected for its individuality and from manufacturers who have catered to the public taste for a long period of time. In the bedding department the famous Alaska Bedding Company products predominate, including the world-famed Ostemoor mattresses and kindred articles. Possibly no finer selection of beautiful tapestries, down comforters, cush-



ROBERT BAILEY
Decorator and Buyer



BYRON PRATT
Buyer Art Dept.



THOMAS BROWN
Manager Rug and Carpet Dept.



ERNEST H. PAUL
Buyer Furniture Dept.

The Great Western Furniture Company, Limited, is the out-growth of The Great West Furniture Company, and like all big businesses, has risen from small beginnings. Most of the older residents will remember the frame building which stood on the site of the present handsome premises of the company.

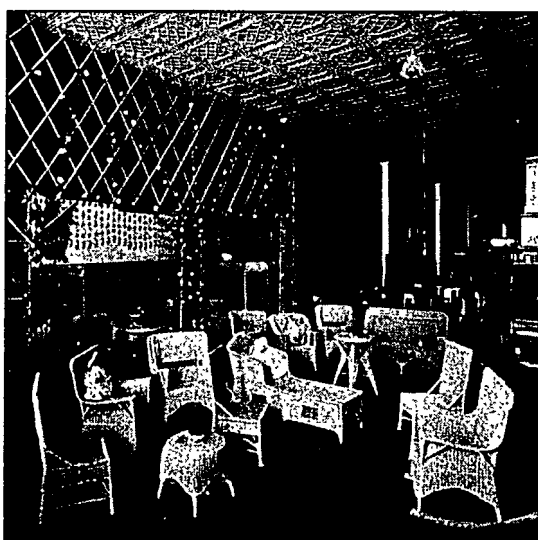
As wonderful as the growth of the city has been the expansion of this business. Everything is carried for the home, from the most costly Persian rugs to the neat weaves for the thrifty housewife. From the period designs of furniture in Mahogany, Walnut, Oak, down through select individual pieces, such as grace the homes of the man who has taken advantage of the opportunities of Saskatoon, down to the cheapest grade of necessary furniture of value equal to anything seen in the West, while the stock of tapestries and house furnishings, contains the representations of everything in these lines that can be seen elsewhere in Canada.

The store sells no so-called cheap goods of cheap construction, but for low priced articles of sound construction and good material with the best of quality, this institution is without a competitor. Everything the firm buys comes in car-load lots, which effects an enormous saving in the cost of freight. Every department of house furnishing is catered to, and at the head of each of the six departments are men who have known no other business than that which they are now looking after.

At the head of the furniture department is Mr. E. H. Paul, who has been with the firm for eight years.

and all goods sold by this firm are not only attractive but properly made of the right materials.

The rug and carpet department is under the charge of Mr. Thomas Brown, who also started in the manufacturing end of the business. In this department every reliable manufacturer of carpets and rugs are represented in the stock.



Display of Summer Furniture in a Nook at the Great Western Furniture Store

ions and carpetings can be found in Canada than those carried in large quantities by The Great Western Furniture Company, Limited.

Through a systematization of every department and the employment of the most up-to-date and progressive methods of clearing goods, rare bargains are offered to the public in every line of goods. Nothing is allowed to remain on the shelves or display floors beyond a certain period, hence the freshness of stocks and the presence of the latest ideas in house and office furnishings.

The warehouse was burned out in September, 1912, and the Company has just completed erecting a very fine warehouse.

The Company acts as distributors and representatives in a wholesale way for the leading furniture manufacturers of Canada.

The big establishment is under the direction of Mr. T. Loveridge, one of the best informed young business men of the West, whose progressive system has built up a reputation for the house extending throughout the Saskatoon district.

Connected with the Company is Mr. J. W. Hair, who has been identified with the growth of Saskatoon for some years.

An establishment of the magnitude and completeness of The Great Western Furniture Company, Limited, is a credit to any city, and one of Saskatoon's boasts in referring to the class of business houses and the men behind them.

THE HOTEL BREVOORT

CHARLES W. UNDERHILL, Manager

Home Of The Good Fellows, Fully Modern, Close To Depot
And One Of The Best Appointed and Carefully
Conducted Hostelrys in Saskatoon

FIRST impressions go a long way toward shaping one's opinion of a city, and the treatment of the stranger while a guest often decides him upon the question of permanent settlement and fixes his ideas as regards the character and aims of the people among whom he contemplates taking up his residence.

Here that the hotelkeeper has an opportunity to perform excellent missionary work and the trained boniface does not allow the opportunity to escape him

Saskatoon has been signally fortunate in this regard in that it has among its hotelkeepers one of its strongest magnets for the attraction of strangers and making them feel that they are among the best fellows on earth. This is why the Hotel Brevoort enjoys the distinction of being the most popular house in Saskatoon. There is a double reason attached, however, not the least of which is the splendid service given the travelling and resident public. The Brevoort (formerly The Queen's) is situated one block from the Canadian Northern depot on First avenue in the heart of the business section. It is modern throughout, with hot and cold water in every room, ample baths, rooms single or en suite, with elevator connecting all of the five floors, and full fire protection. The entire building is steam heated throughout, with electric lights and telephones on each floor. Each room is furnished with a view to combining luxury with comfort, while handsomely appointed parlors offer inviting retreats to the socially inclined.

Its location makes of The Brevoort the view hotel of the city. From its windows one may have a splendid view of the city as well as the sweeping river and its multiple attractions.

Especially attention is given to the dining room service, where the best menu in the city is served and where the service is perfection.

The Brevoort is both American and European plan, rates ranging from \$1.00 per day and up for European plan and \$2.50 per day and up for American plan. It has eighty rooms and seating capacity for 50 in the dining room.

The Brevoort was taken over on January 1 by Mr. C. W. Underhill, who made the reputation of the King George while proprietor of that house for more than a year previous. A trained hotel man,



Manager CHARLES W. UNDERHILL

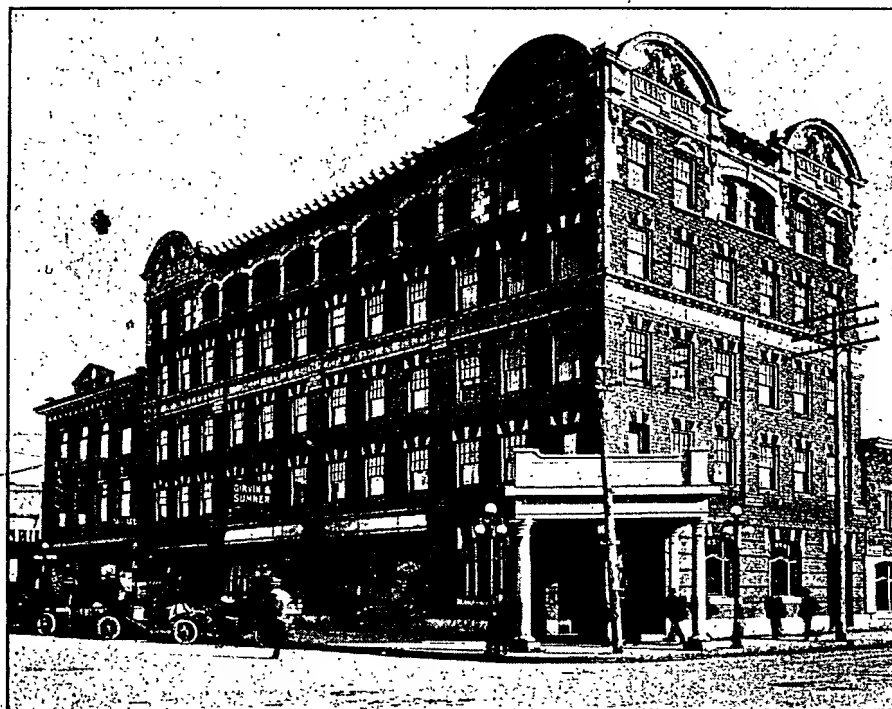
accustomed to supplying the public with substantial as well as expensive luxuries, Mr. Underhill brought a rejuvenation to the former Queen's Hotel, and launched upon the work of making it the most popular house in Saskatoon. Many of those who had enjoyed his hospitality and good fellowship at the King George followed him to his new quarters and each day the house has been growing in popularity not only with the traveling public but with the citizens of Saskatoon.

The secret of Mr. Underhill's success lies in his knowledge of the hotel business coupled with a distinctive and cordial personality. A man is a stranger in the city no longer than he affixed his name to the register, for Mr. Underhill makes it a point to know his guests and to make them feel that they are among good fellows and have a home away from home. Jovial, well informed, with a sunny disposition and a diplomacy born of long contact with the public has created a spirit of congeniality that becomes contagious. For this reason all the good fellows of Saskatoon who must live in a hotel flock to the Brevoort, and their friends like to gather knowing that if there is anything doing in Saskatoon it has its inception at the Brevoort and that Mr. Underhill is in the midst of it.

The hotel has a handsome bar in connection, presided over by experts and also a fine barbershop and billiard room.

Mr. Underhill is one of the ardent baseball fans of the city and is a great lover of congenial companionship, attending the games and being one of the best rooters for the home team. When there is nothing doing to entertain his guests he gets in and helps arrange an amateur ball game or some other healthful and harmless stunt that drives away tedium and makes the big Brevoort family glad to be his guest.

For two years Charles W. Underhill has been president of the licensed victuallers Association of Saskatchewan and has been also honored by election to the office of second vice-president of the Dominion Hotel Keepers Association, an organization covering all Canada. With these men at the head of this hostelry its remarkable popularity and unprecedented success is not a problem.



THE HOTEL BREVOORT—Formerly The Queen's



THE HETTLE-DRENNAN CO.

(BANKERS)

Private Financial Corporation, Headed by John O. Hettle, Which
Has Been One of the Factors Responsible for Saskatoon's Growth



TO the layman the bank is but an institution maintained for the depositing of money, the private bank but an organisation headed by men of means formed for the purpose of gleaning profits from the investment of dollars deposited by the wage earner and the toiler in other pursuits. The private bank in some cities has been utilised to disadvantage by its officers, in others it has been the boon of the property owner and depositor, and inevitably the private bank has been the means of financing ventures of merit in cities of prominence.

Saskatoon has been singularly fortunate in being the selected city for the operations of a private bank, headed by men who are the pillars of the community, blessed with the foresight and business acumen which has placed Saskatoon in the leadership class of the province. When the Hettle-Drennan Company, private bankers, established the institution in this city at 107 Second avenue south, results in the development line were made possible.

Unusual development of the district surrounding Saskatoon during the last several years has called for the co-operation of financiers imbued with faith in the region and with ability to peer into the future and gauge investments by looming industrial possibilities. When the Hettle-Drennan company was organised by Mr. Hettle, a veteran in the banking business, he was not content until men of financial prominence and ability were interested in the institution as depositors and stockholders. Today the bank numbers among its directors and depositors many of the men who have been directly responsible for the advancement of the city during the last years of its formative period. The company was organised in 1912, little more than two years ago, when Saskatoon was at the height of the greatest building boom yet experienced by the city.

Although operating individually prior to the organisation of the Hettle-Drennan company, men who were selected as directors, decided upon amalgamating their forces for the betterment of the individual and the growing city. Their plans have not miscarried, and the Hettle-Drennan company is known today as one of the institutions responsible for the growth of Saskatoon, headed by men who have made fortunes through strict attention to sound business principles, and backed by dollars that have been won in the Saskatchewan district tributary to Saskatoon.

It has been through the work of heads of the Hettle-Drennan company that many of the indus-

tries established in Saskatoon during the last three assistance has been given, the co-operation of these business men has been assured, and the



JOHN O. HETTLE

years have been given their start. Financial business of merit has benefited primarily, the city has been benefitted eventually, and the general conditions of the district have been improved.

Organised with a capital of \$500,000, the Hettle-Drennan company, started operations in Saskatoon with the following prominent business men as officers: J. O. Hettle president, C. H. Wentz, the well known lumberman and financier, vice president; W. R. Drennan, secretary; R. O. Kearns, treasurer. Among the directors are listed men who cast their lot with Saskatoon in early days and have since risen to heights of industrial and municipal fame. They are: Fred Engen, Hon. W. C. Sutherland, C. H. Wentz, J. F. Cairns, E. A. Field, and Gregor Fraser.

Actively associated with Mr. Drennan in the bank at Saskatoon are Mr. Walter A. Drennan, the secretary, and Mr. R. O. Kearns, treasurer.

Mr. Drennan has been affiliated with Mr. Hettle since the formation of the company, of the company, and is known among the prominent financial factors of the district. For many years he farmed 10,000 acres in the Outlook district, but has recently disposed of a large portion of his holdings there. Mr. Drennan is a graduate of Illinois University.

Mr. Kearns, treasurer of the company, has been associated with Mr. Hettle for the last five years, having been with him in the Northern Crown bank before the formation of the present company in December, 1912. Mr. Kearns is well known among financial captains much older in years, because of his handling transactions of prominence.

Mr. Hettle, president of this thriving institution, is one of the best known bankers in the province. Early in life he decided upon the financial pursuits as his ideals, and after spending several years as a school teacher, he entered a private bank in Manitoba, later aligning himself with the Union Bank of Canada, with which institution he was connected for eight years. After spending eight years in the employ of the Northern Crown Bank, two years as manager of the Saskatoon branch, he resigned to manage his extensive real estate holdings in the district, and a short time after leaving the institution organised the Hettle-Drennan Company, private bankers.

As an enterprising citizen, Mr. Hettle is a Saskatoon leader. His interest in the exhibition, the workings of the Board of Trade, and has been of vast importance to the city. Men associated with Mr. Hettle in the bank are recognised as pillars of Saskatoon's civic structure.

WESTERN CANADA SAWMILL YARDS, Limited

One of the Big Permanent Distributing Houses of Saskatoon Whose Operations Extend Over the Province and Business Centres of Western Canada

A CITY'S greatness is gauged by the permanency and magnitude of its business institutions, and its ability to maintain its position as the legitimate distributing centre for a given line of public necessities. A business house of whatever description which establishes itself upon a firm basis and labors to do its share in the work of building a city and developing the surrounding country takes to itself a measure of prestige superior to those houses that merely maintain agencies and do not turn a portion of their earnings back in the shape of payrolls and local disbursements. It is for this reason that business enterprises such as the Western Canada Saw Mill Yards, Limited, occupy an important position in Saskatoon and merit the greatest measure of support from the public.

In the period of three years this concern has been a part of Saskatoon with headquarters and large yards in the city, it has extended its sphere of influence and operation over a wide territory and brought to the doors of builders the things necessary not only for the erection of handsome business and residence structures, but those which enter into the general scheme of pioneer development.

The company maintains its headquarters on Manitoba avenue, with ample trackage connecting with every town and city on the country. Some idea of the magnitude of this industry is found in the fact that its office and building material storage warehouse occupies a space fifty by two hundred and thirty feet, with two storeys, giving a total floor space of twenty-three thousand square feet. In addition to this is the large yards covering several acres of ground, in which are stored the best products of British Columbia mills, and the finest assortment of hardwoods to be found in the west.

From the outset the Western Canada Saw Mill Yards mapped out a system of expansion along the most practical business lines and established a standard of dealings that has held it sold customs and brought many new ones. Each year it has expanded, locating yards in various towns and sounding the trade with a view to being first in the field with building supplies suitable to all purposes.

During the present year and the latter part of last years were established at Essington, Mezenod, Palmer,

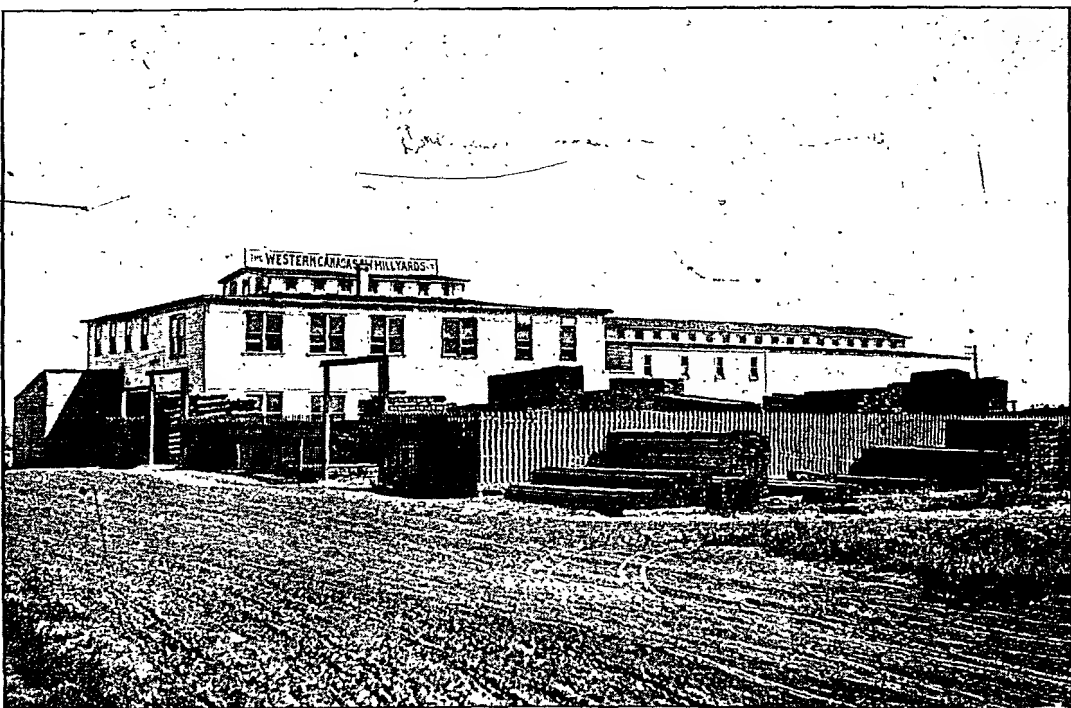
Mervin, Vawn and Speers. These expansions have been due to the business system of the company which once tried by the public is used thereafter.

The company has just expanded locally by putting in a yard near St. Paul's hospital to meet the demands for lumber and supplies in that vicinity.

In its line of building supplies everything entering

judgment caused him to concentrate his energies toward making Saskatoon the greatest lumber and building supply centre of the province. Having been in the lumber business practically all his life Mr. Watson knows its every angle and is able to aid contractors and builders in figuring close upon any class of structure.

So large has the business grown since coming to



Plant of The Western Canada Sawmill Yards, Limited

into construction and builders' hardware is carried, and in such quantities that contractors may have their orders filled at once, while at the same time have access to the latest there is to be had in building material and finishes.

Guiding the course of this big institution is Mr. W. F. Watson, secretary-treasurer, whose breadth of business

Saskatoon that a force of twenty is employed in the office and yard staff, besides a large number of teams for delivery purposes.

In wholesaling lumber and building supplies this house has established itself as one of the best in the province, and Saskatoon is proud to point to it as one of its permanent pay-roll institutions.



The Royal Realty Company

Saskatoon Concern, Headed By Progressive Citizens, Which Handles Its Own Properties, and Which has Brought Fortunes to the City.



OF the men who are endeavoring to build up and populate the great province of Saskatchewan and Saskatoon in particular there are none whose influence carries greater results than they who, while bearing their burdens and bending their energies to their own business success, shares their energies in the general scheme of securing population and industries for the city selected as their home.

Securing population is the first essential detail but holding it is a work that calls for careful consideration and business judgment. Beautifying of the districts prepared for settlement, and the installation of improvements, working with the residents after they have once located in the subdivision, for every civic betterment possible and the aiding of the new citizen in building up a home that he may in truth call a home rather than a house have come to be salient features demanded of the realty dealer who succeeds today.

Saskatoon has a prominent firm whose operations have gained laudatory mention for the city and placed the company in an enviable position of prominence in the province—The Royal Realty Company, with offices in the Royal Block, 212 Twenty-second Street, East.

Three years ago, when Saskatoon was making wonderful strides toward the metropolitan goal Richard M. Bottomley of Lancashire, England became interested in the city as the logical distributing centre for the province and with his associates, Thomas H. Wiggins and William D. Cowie formed the Royal Realty Company, purchased valuable tracts of residential and business property and, without delay, plunged into the commercial whirl in the endeavor to make Saskatoon the queen city of the province.

Unafraid of toil, they rolled up their sleeves and placed their shoulders to the financial wheel, aiding the city's growth at every opportunity and incidentally adding to their prestige in the community until today

the company is recognized among the leading real estate concerns in central Saskatchewan. Mr. Bottomley has returned to England leaving the management of his affairs in the hands of Mr. W. D. Cowie and Mr. T. H. Wiggins.

Because of the fact that the company has handled only property belonging to the firm, the investor has been given greater leeway and has been benefitted in many ways and through many channels closed to the agent handling property owned by another.

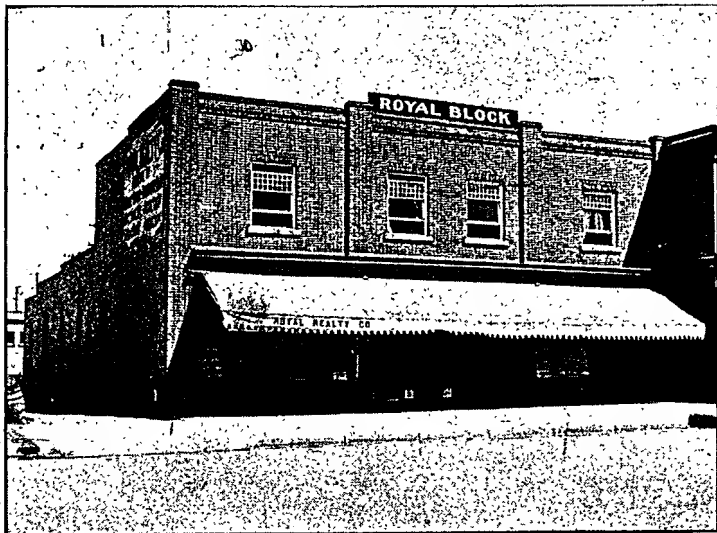
One of the most beautiful portions of the residential

Mount Royal Annex, Highbury Park, Bottomley Addition Broadway Annex and a large number of lots in University Annex, near the stately University of Saskatchewan buildings which tower on the hilltop above the business section of the city. These lots are being offered at reasonable terms, the company being willing to accept payments from responsible persons, only, those who express a desire to improve the property.

The Royal Realty Company also owns and acts as rental agents for three prominent business and office buildings, the Bottomley block at 151 Second Avenue South, The Copeland Block at Broadway, corner of Main and the Royal Block, 212-216 Twenty-Second Street East. These buildings are at the present time filled with desirable tenants, the company providing every accommodation for the occupant of the building.

Saskatoon has not sprung up over night, nor has the metropolis been built in a week, but it has been through the sincere endeavor and ceaseless toil of such men as head the Royal Realty Company that the city has forged ahead and is now recognized among the leading commercial centres of the province. This city is primarily a young man's town and its growth and unusual development has demonstrated the fitness of its young business men for the leviathan task which has been but partially completed.

Confidence in the community demonstrated by these men particularly Mr. Bottomley, who has provided a large amount of capital for building purposes and for improvement of Saskatoon, has been reflected in the deeds of others who have emulated the example set by this progressive, conservative concern. Always careful, yet firm in their dealings, willing and anxious to aid any movement looking to the betterment of the city, yet quick to shun questionable activities with ulterior motives, the Royal Realty Company occupies an individual position of enviable prominence in the province.



The Royal Block—Home of The Royal Realty Company

district of the city, dotted with comfortable homes, is the Broadway subdivision sold by the Royal Realty Company, every lot having passed into the hands of home owners. This beauty spot is on Broadway near the Grand Trunk Pacific trail overlooking the languid South Saskatchewan river and its wooded slopes.

Properties now being disposed of by the company include the slightly subdivisions of Mount Royal and



The Polar Aerated Water Co., Ltd.

Manufacturers of Aerated Waters, Fruit Juices and Soda Fountain Necessities
W. J. Balfour, Owner : : : : H. A. Edighoffer, Manager



THE Polar Aerated Water Works, with headquarters at the corner of Nineteenth Street and B Avenue, is one of the pioneer industries of Saskatoon. It was established in 1906 by J. Sisler. The factory at first was a small one but did a good business from the start. In 1908 the factory was purchased by W. J. Balfour, the present owner. Mr. Balfour enlarged the factory, installed up to date machinery and built up a large trade: at the present time it ranks second to none of its kind.

Sanitation is the keynote of the Polar Aerated products. One of the best and largest sterilizers manufactured by the Charles L. Kewart Co. of Milwaukee is now in daily use. This sterilizer has a capacity of 1500 bottles per hour. The management is installing all new labor saving devices placed on the market.

The Polar Brand of aerated waters is standard wherever these goods are used, and the soda and fruit flavors have gained their popularity through the same causes that have placed the stamp of approval on all their other products. The products are scientifically produced under the most approved systems and according to formulae that are the result of year's



W. J. BALFOUR

of experience and research. The purity of the flavors and contents have been preserved without the use of deleterious substances and preservatives. Each bottle and vessel used in connection with the manufacture is scientifically cleansed under sanitary processes, when the goods leave the factory they are in perfect condition and will hold their flavor for an indefinite time.

Among the goods manufactured are ades, flavors, syrups, soft drinks of every description, in all over sixty varieties, together with all the accessories to well stocked soda fountains. The capacity of the plant is five hundred dozen bottles daily, all of which are cooled by the ozone process and kept at an even temperature until delivered to the trade.

Travelers cover the entire district and both out of town and local trade is served promptly and thoroughly through a well organized shipping system.

Mr. Balfour, the owner of the Polar Aerated Water Company, is one of the pioneers of Saskatoon. Mr. Balfour has large interests outside of his factory, he is a consistent worker for the betterment of the city, though a conservative in policy, he feels assured of the future greatness of the city of Saskatoon.



A Corner of the Modern Plant of the Polar Aerated Waters Company.



The Western Distributors, Ltd.

YOUNG men, the men endowed with the push and energy which makes possible the metropolis, the men young in spirit but who have passed through the tempering and testing period, have been the moving factors of the metropolis of Saskatoon. This thriving Saskatchewan city has not been erected through the workings of opportunism or through the manifestations of an all-seeing goddess but through the incessant toil and endeavor of the men who are today the pillars of the community, their positions of prominence having been attained through hard work and earnest endeavor.

When Saskatoon reached the position of the distributing point for central and northern Saskatchewan, took its place among the thriving, advancing communities of the district and passed many other cities on the road to commercial prominence, the men in the march were the heads of such energetic companies as the Western Distributors, Limited, wholesale commission merchants, manufacturers agents, customs brokers and car distributors. The development of this city has depended upon the growth of the surrounding territory, the produce of the farmer having much to do with the gaining of the distributing goal, yet to make Saskatoon the centre of this district it has been necessary for men of the stamp of those at the helm of the Western Distributors, Limited, to make possible the distribution of the products and materials which have directly brought about the tilling of the soil and the flow of dollars



W. A. RATHBUN

into the coffers of the merchants of Saskatoon and the surrounding territory. Through the activities of the Western Distributors manufacturers have been enabled to ship car load lots of the best of products to Saskatoon, portions of the car being consigned to various merchants throughout the province. It has then been the work of the Western Distributor

Commission Merchants, Customs Brokers, Drayage and Car Distributors who have Enabled Saskatoon to Become a Distributing Centre of More than Local Prominence.

to parcel out the car, saving the merchant the extra freight and saving the shipper the services of a corps of men trained for the selling and dispensing of goods.

Under the leadership of these men the Western Distributors, Limited, has, from the small beginning, advanced to such a stage that the employment of from fifty to seventy-five men is necessary. These men are engaged loading and unloading cars, in distributing goods in wholesale quantities in the city and in driving the thirty-five teams kept operating six days in every week. Not only does the concern do the largest cartage and drayage business in the city but the wholesale business is fast increasing until it will soon rival the largest houses of the province.

The largest stables in the city are required to house the horses which pull the drays of the Western Distributors, Limited,

When the layman considers the fact that the Western Distributors are agents for such concerns of prominence as the Mooney Biscuit Company, D. S. Perrin & Co., of London, the McCormick Manufacturing Company, the DeLavelle Dairy Supply Company the Twin City Separator Co., the Egg Baking Powder Company of Hamilton, the E. R. Potter of Winnipeg, Gurney Manufacturing Company, the Canada Match Company, Western School Supplies, Moffatt Stove Co., and a score of other companies of the Dominion and United States who are leaders in their lines, the magnitude and importance of the concern to Saskatoon may be gauged.



THE ALBANY HOTEL

THE ALBANY HOTEL

Handsome, Modern Hostelry, Embodying Every Feature of The Fashionable, Luxurious, Comfortable Home for the Traveler and Toiler Choosing Saskatoon As The Business Center.

REPUTATION of a city is often established by the character of its hotels, which serve as a business index to its institutions and civic life. A good hotel, embodying all the comforts and luxuries of modern times, at once stamps the city as being the abode of persons accustomed to the nicer things of life, and whether or not other business and commercial institutions have been brought up to the same degree of completeness, it has the effect of stimulating a desire of emulation.

The Albany Hotel, 202 Twentieth Street, West, serves as an index to Saskatoon's business and commercial life, for it is in keeping with the excellence of its various business departments. It has provided a home of culture and refinement not only for the traveller but for the toiler within the city who elects a hotel as his home because of the conveniences which it offers above those of the private lodging house. The Albany is such an institution as one would expect to find in the metropolitan centres of the dominion, and its presence in Saskatoon serves to back up the claim

that the city is fully up to the minute in all things contributing to the necessities and comforts of its populace.

It has been the aim of the management of the Albany Hotel to maintain every feature that would make the commodious structure the medium of guaranteeing every luxury and comfort that modern demand might create. From office to kitchen the hotel is complete in every detail, and modern throughout, its furnishings being equalled in few places in the west.

Two years ago Mr. C. B. Dougherty purchased the hotel, taking over the management and ownership at the time when Saskatoon was at the height of its greatest boom. He at that time began promulgating the things which have made the hotel and its management known throughout the Canadian west. Every feature that might add to the comfort and convenience of the guests was installed, and a corps of 20 skilled employees has since been employed to carry out the desires and demands of Mr. Dougherty and his guests. Polite

and attentive clerks give a welcome to arriving guests, and impress them with the fact that the Albany has a mission to perform in introducing them to the business methods of the hub city of the province of Saskatchewan.

When Mr. Dougherty selected Mr. R. D. Reid, an experienced hotel man, as manager of the Albany, he placed a man in charge of the business who has not only been instrumental in making the Albany even more popular, but has been a factor in inducing guests to invest and locate in Saskatoon. Through co-operating with Mr. Dougherty Mr. Reid has wrought a good work for the institution and for the city, and through assimilating the methods of Mr. Dougherty and instilling the same lofty ideals and motives into all employees, an organisation has been built up that is without peer among the hostleries of Saskatoon and the province.

In the Albany Mr. Dougherty and Mr. Reid have had opportunities for the performance of missionary work among the travelling public that has served to attract them again to the city to take up their residence among those who have accomplished so much in city and empire building. In this work no task has been too heavy, or no labor too exacting or exciting, for, espousal, and Saskatoon has found Mr. Dougherty with his shoulder to the wheel, performing his duty with the rest, and giving of his time and means in carrying out the aims of the city which has become the distributing point for the north and central portions of this fertile province.

With dining room and bar facilities capable of satisfying the most exacting or discriminating patron, the best of food and drink being placed before the guest at the Albany, with the 42 rooms furnished in a faultless manner, and the hotel catering to only the better class of men, the men who earn their living through honest toil, Mr. Dougherty has supplied Saskatoon with a hotel of which the city and its residents are justly proud. It may be well said that the Albany has been a factor in the growth and advancement of Saskatoon.



The Dunning Transfer Company



Pioneer Cartage and Bus Concern Which
Through Superior Service Has Become
A Saskatoon Leader In Its Line

TRIBULATIONS of the traveller laden with luggage under ordinary conditions begin when he sets foot on the platform of the depot at his destination and begins searching for the capable cartage concern on whom he may depend to handle his baggage in a satisfactory manner. Recollections of many a slip between the depot and his hotel or home have borne heavily on his mind and the seasoned tourist of the present day uses care in the selection of the man to handle his trunks.

It has been because of the extreme care used in the handling of baggage, whether it be a bag, suitcases for a half dozen sample trunks that the Dunning Transfer Company has come to be recognized as the leading cartage and transfer company of Saskatoon. It has been directly due to the systematic checking of baggage, the extreme precaution taken by the drivers of the concern and the determination to satisfy the patron at any cost that the Dunning company has succeeded.

During the days when Saskatoon was but a dot on the plains, J. S. Dunning and associates organized the company with but a few horses and a couple of wagons. So rapid has been the growth of the concern, directly due to enterprising methods pursued, that today the employment of a dozen men and 30 horses is required to handle the business.

Mr. J. S. Dunning came from Chateaugay, Co. Quebec, seven years ago last February where he was engaged in the cheese and butter business, with a horse business on the side. During his first season in Saskatoon he did construction work on the G.T.P. making the road where the G.T.P. station now stands. Later in the same season he constructed the first mile of the C.N.R. known as the Goose Lake branch. The following season saw the G.T.P. bridge built and the trains running. Half a dozen busses were at that time

handling the traffic between the station known then as Earle and Saskatoon.

About that time James Eaton a young man whom he had known in Quebec, came west. Mr. Dunning's success is best told in his own words:—"I engaged

strength of getting the protection of the G.T.P. as the only ones authorized to accept the coupons which they issue. The last three years has witnessed great growth in this business. We handled an average of 180 passengers daily or over sixty thousand each year. During these years of activity in this business with 'Jimmy' at the head, most young fellows would be satisfied, but not so with Jimmy. He insisted that I should invest in a transfer outfit. In handling the passengers he also

wanted to handle their baggage. I complied with his request. In the meantime the King George Hotel opened and from several applicants to do their work Jimmy was selected.

"The City Transfer Co. was our strong opposition but we bought them out and have now practically the baggage business all to ourselves.

"This year I felt that the men who worked so faithfully to make this business a success should get something more than a salary and I turned over the transfer, department to Jimmy and George Scott who also assisted us a number of years to make the business a success.

Their business still is known as Dunnings Transfer. They have the agency from the C.N.R. and C.P.R., have offices in both stations and

an agent on every train soliciting baggage. Offices are also maintained on First Avenue in the old stand. They run the bus for the King George and Flanagan Hotels.

"When I disposed of the transfer I also sold my holdings in the business to Earl Eaton, a brother of Jimmy, Wilbert Brown and George Martin, the latter being a brother-in-law of J. S. Dunning. This business is progressing.

The two businesses employ about twenty men the year round, thirty-five horses, eight busses and seven transfer wagons and do an annual business of over \$30,000. The horses used are the best in Western Canada.



A Few of the Teams and Rigs of The Dunning Transfer Company.

Jimmy, and it was only a few days till I saw in him the making of a business man, with more than ordinary ability. I therefore put him on this bus advising him to be courteous to the public and honest.

"For one year Jimmy, as he is familiarly known, operated the one bus and made many friends. The following year Mr. Lenon, the G.T.P. agent here secured the contract from the G.T.P. for the conveyance of the passengers from South Saskatoon to Saskatoon and sublet the contract to us. We have operated the business ever since. Despite the rumor that the G.T.P. was coming into the city I bought several new busses and went to a lot of expense on the

TANNER LAND COMPANY (LIMITED)

Specialists in Farm Lands in the Saskatoon District and
Mortgage Investments



THE opportunities for land investment were never better in the west than they are at the present time owing to the fact that as yet prices have not risen beyond a normal level, and there is greater opportunity for securing large profits from the products of the farm. With the upbuilding of the cities the way has been opened for securing additional profit from mixed farming, and the man who owns a well selected land contiguous to transportation has an asset that will bring him in great returns for the present and future, aside from its ready increase in value as development becomes more pronounced.

A newcomer to the west is handicapped in making his election unless he is guided by those who know conditions and are familiar with prices, and his life's success will often hinge upon how well he becomes located. While some men have a natural aptitude for making selection there are many others who must rely upon the judgment and advice of the man on the ground and here is where the land value expert proves of inestimable benefit not only to the settler but to the community in which he lives.

It is in this capacity that the C. L. Tanner Land Company becomes a thing of value to Saskatoon and many settlers who are seeking a location in the Saskatoon district.

Composed of Messrs. Clarence L. Tanner, president, and Valentine Wurtele, vice-president and manager, the company contains two men who are experts in the land business and who have placed many settlers to advantage, while at the same time securing them tracts at the bottom market. There is not a tract of farm land in the Saskatoon district that these gentlemen are not familiar with, and capable of appraising to the dollar.

This experience has been gained by years of study and activity in the farm land business as well as practical experience in farming. Mr. Tanner is one of the most progressive diversified farmers of the district and farms several sections of land on his own account.

He is not only able to select bargains for his clients, but can place the stranger upon the right road to success through his own personal knowledge of the farming business.

Mr. Wurtele, through his association with Mr. Tanner, has become possessed of mature knowledge on the subject of real estate and farm values and thus is qualified to preside over the business of the company at their offices, Central Chambers, 215 Twenty-second street.

The firm also deals in farm mortgages and has become affiliated with renowned Minneapolis capitalists in this connection and through their knowledge of real values are enabled to select gilt-edged farm securities for clients.

Four men are employed in the offices to handle the large volume of business passing through it and the company clears more farm lands in its monthly transactions than any institution of its kind in Saskatoon.

The company was established in Winnipeg and Saskatoon in 1909. Mr. Tanner is a native of Little Falls Minn., and saw the development of that state into one of the most prosperous in the United States. His first important business connection was with the lumber trade in Minnesota and the southern states. Upon becoming associated with Mr. Wurtele they invested in approximately forty-nine thousand acres of land. This being purchased at a time when prices were at rock bottom, they have some excellent holdings for the investor at an equally reasonable price.

Mr. Tanner has a number of investments in Saskatoon, is a member of the executive committee of the Real Estate Board, and takes an active interest in public affairs.



Hoeschen-Wenzler Brewing Company, Limited



Manufacturers of the Famous Saskatoon Beer and Porter for Which Northern Saskatchewan Has Become Celebrated—Most Modern and Hygienic Brewing Plant in the West

ONE of the most beneficial and lasting results that modern thought and invention has given to humanity is found in pure food and beverage production. And while the public have been the greater beneficiaries at the outset this new departure has reflected in equal ratio of value upon the institution that was first to embrace hygienic methods in producing something to fill a public necessity. It was in early accepting this business principle that the Hoeschen-Wenzler Brewing Company, Limited, laid the foundation which has made their products famed throughout the west.

Those who appreciate a skillfully brewed and blended beer, carrying with it excellence of flavor and wholesomeness and that "tang" so desirable to the appreciative palate have found in Saskatoon beer all that could be desired.

This result is due to the fact that quality

growth until the institution represents an investment of \$500,000, and its capacity has quadrupled.

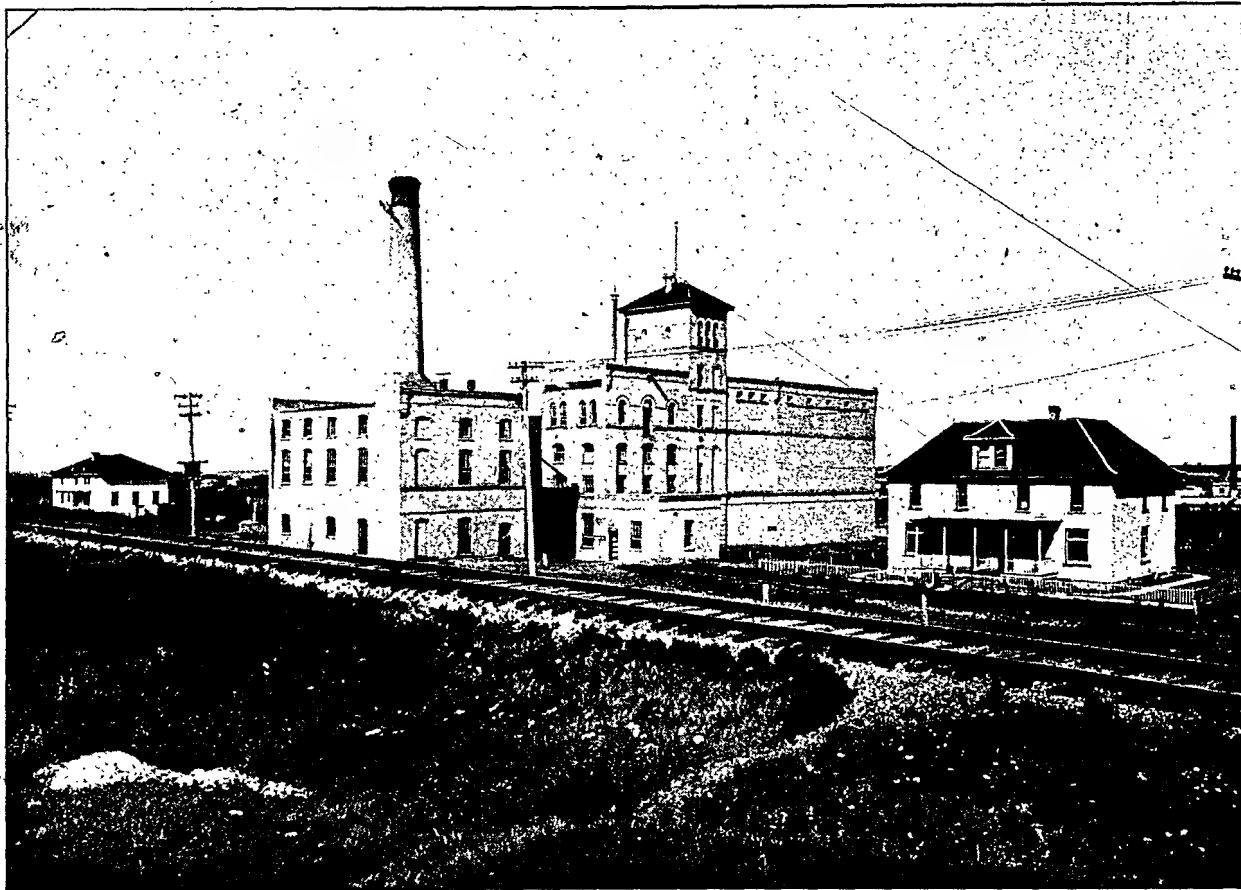
Under the direction and management of Mr. Frederick Wentzler the brewery has won its way to the top and established itself as one of the manufacturing plants of which Saskatoon is most proud.

None but the best selected barley, both local and imported is used, together with imported Bohemian hops, which are in turn brewed under a system that secures the best results and gives to the public a beverage full of nutrition and carrying a wonderfully appetizing flavor—just such a beer as one desires for family use.

From mixing of malt to marketing, the watch word at the Hoeschen-Wenzler Brewery is cleanliness. Each bottle and barrel is subjected to sterilization by machinery both inside and out, thus guaranteeing a uniformity

be used by dairymen. This material is the greatest milk-producing material available, and will prove a boon to the Saskatchewan dairymen when that industry is more widely established.

The Hoeschen-Wenzler Brewing Company, Limited, is owned by Messrs. John Hoeschen, of Los Angeles, Cal., President; Mr. H. F. Hoeschen, vice-president and Mr. Bernar W. Hoeschen, secretary and treasurer, both of the latter having made their residence in Saskatoon since 1906. Since their advent into this splendid city of northern Saskatchewan they have been identified with its every forward movement, giving of their time and funds to the development of its industries and civic life. In the success of the brewery they have proved not only their business judgment but have demonstrated what business judgment can do when applied at the proper point and with a view to win-



THE HOESCHEN-WENTZLER BREWERY, SASKATOON.

and reputation was placed ahead of profit from the inception. This same quality is responsible for the Hoeschen-Wenzler Brewing Company, Limited, making such rapid strides in capturing a broad and growing field from other concerns and being able to compete with the most famous imported beers brought into Canada.

There is another distinction attaching to Saskatoon beer, which redounds to the credit and prestige of the city, and that is found in the wonderfully sanitary and hygienic system under which both beer and porter are produced at the big plant on the shores of the Saskatchewan river, at Saskatchewan Crescent and Eighth street. From one end to the other this big modern brewery is the last word in cleanliness, and those who delight in acquiring knowledge of how their foodstuffs are produced find a world in entertainment in a stroll through the plant. Established in 1906 with a capacity of approximately 15,000 barrels, each year has seen a healthy

of standard and absolutely healthy product. With its large capacity the brewery is enabled to properly age its beers and porters in specially constructed tanks, including the glass-lined storage tanks that prevent any deleterious agencies to enter and change flavor.

It requires forty-five skilled brewer men, two teams and a large auto truck to man the brewery plant and approximately 300,000 bushels of prime barley and 25,000 pounds of Bohemian hops are consumed annually.

This product, especially the barley, opens a splendid market to Saskatchewan farmers, while the by-product of the brewery provides the best dairy feed that can be supplied. Once the residue from brewing is taken from the vats it passes through a drying machine that gives it the consistency of bran. So great is the demand for this product by dairymen that the Hoeschen-Wenzler Brewery exports approximately 280,000 pounds of by-products annually, most of which goes to Germany to

ning success in a chosen line. Both having large investments in Saskatoon and an abiding faith in its present and future greatness, they have given to the city an institution of which it is proud and the Western Canada a source of supply of pure brewery products that has kept many thousands of dollars from leaving the country and supplied the public with one of its essential necessities—pure beverages.

The market of the Hoeschen-Wenzler Brewing Company, Limited, extends all over Saskatchewan and as far westward as the coast, and each year finds the volume of business growing and the reputation of the firm more fully established.

Aside from its importance as one of the big payroll industries of Saskatoon, it provides a market for a big western industry in its bottling department where it uses annually 1,250,000 bottles manufactured in Alberta, as well as large quantities of various articles from Eastern Canada.

The Adanac Securities and Trust Corporation

Leading Financial Insurance and Land Concern of the District Which Has Brought Thousands of Dollars and Scores of Settlers to the City and Province

GROWTH and advancement of a thriving city of importance is dependent upon the character of its citizens and the solidity of business institutions as well as upon natural conditions improved through the co-operation of these men and their associates in other portions of the dominion and abroad.

When Saskatoon was entering upon the greatest period of growth in her history The Adanac Securities Corporation, Limited, as the Company was then known, was organized in the city with the avowed intention and purpose of providing the investor with gilt edged investments and the sound advice experts in the business as to the best means and the best locations for the placing of savings.

When the Adanac company's heads cast their lot with the city Saskatoon gained an asset which has proven its true worth to settlers and outside investors alike, which

has been instrumental in attracting dollars as well as farmers to the province of which Saskatoon is the hub city.

At the head of this enterprising institution which has recently opened beautiful, commodious offices in the new Canada building at First Avenue and Twenty-first Street East, stands John McDougal of Saskatoon, presi-

dent and managing director and one of the best known financial men in the province. Mr. McDougal has devoted years of his business life to the close study of finance and mortgage investments and gives the patron of the Adanac company the benefit of his experience with substantial institutions of the kind in the dominion, associated with Mr.

of these men being leaders in their lines in their respective localities.

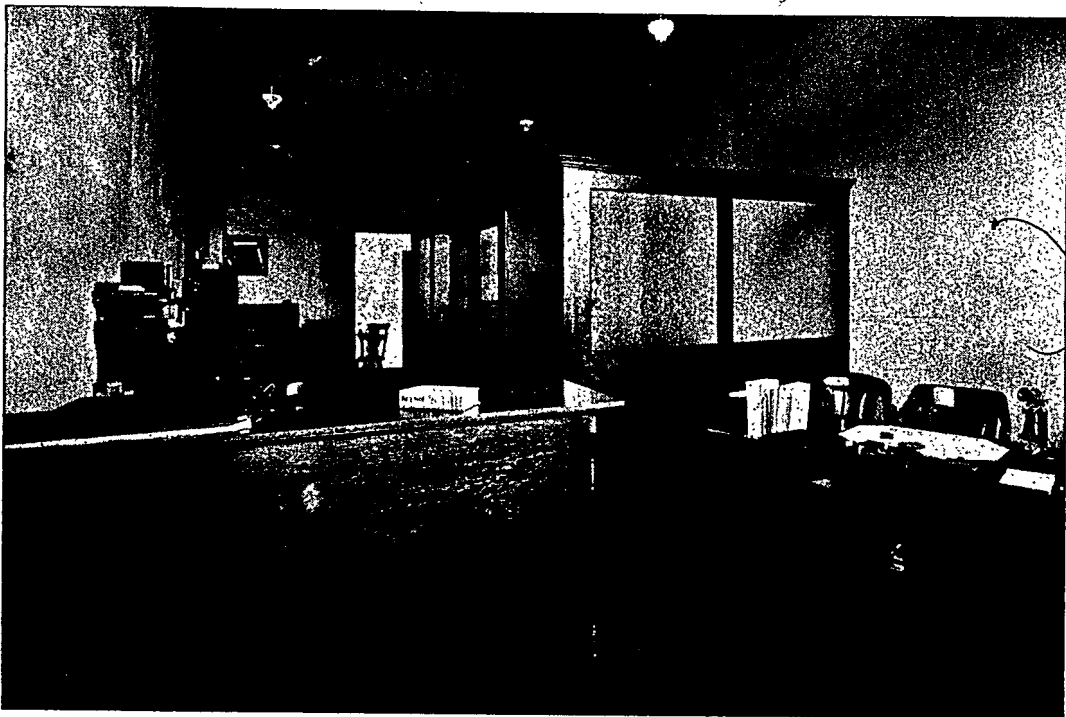
With such substantial financial connections The Adanac Securities and Trust Corporation is placed in an enviable position being enabled to place securities to the best advantage, float issues and secure loans of magnitude in the shortest possible time and

with the greatest satisfaction to the client.

The placing of trust funds as well as farm lands in improved districts surrounding the city have been made a specialty by the company, hundreds of acres being tilled by the purchasers attracted to Saskatoon regions through the activity of heads of The Adanac Securities and Trust Corporation.

The insurance department of the company, which is in charge of a most capable manager, Mr. N. M. Roulette, has shown a remarkable growth during the last several years, scores of homes and business buildings as well as

the stock and equipment of Saskatchewan institutions being protected by policies written through The Company's office. Prominent among the companies represented are the Scottish Union and National Insurance Company, The Home Insurance Company, The Sun Fire Office, the Springfield Fire and Marine Insurance Company.



Office of The Adanac Securities and Trust Corporation in The Canada Building

McDougal are Earnest E. Bellamy of Saskatoon, the vice president, Earle M. Lawson of Vancouver, B.C., a director and J. Ross Mitchell of Saskatoon, secretary and treasurer. The directors include such prominent men of financial affairs as J. E. McNaughton of London, Ontario, W. J. Bell of Saskatoon, and J. M. Ross Todd of Dublin, Ireland, all

Northern Planing Mills, Limited

Big Local Manufacturing Industry that Enables Builders to Have Materials Turned out to Specifications and at Greatly Reduced Costs.

THE individual or business concern that checks the outflow of capital from a city and turns it back in wages and at the same time reduces the cost of its wares to the public becomes something more than a business institution and assumes the position of a public benefactor.

It is through these checks and ability to meet the demands of a specific trade that Saskatoon's manufacturing industries have not only built up a splendid business at home but added fame to the city through their ability to turn thousands of dollars into this city that would have otherwise gone to the east or the coast never to return.

In this work of cementing its claim to the greatest distributing centre of Saskatchewan, the Northern Planing Mills, Limited, with headquarters at 224 Twenty-first Street, Corner of Avenue C, has gained for itself a reputation that some concerns take years to acquire. This business was established five years ago and is under the management of Edward A. Hogg, president, and P. R. Hartney, secretary-treasurer. The business was built to meet the needs of the building trade and the many handsome structures and their interior finishings attest the value of such a plant to the city.

From the outset Mr. Hogg has made efficiency perfection of workmanship the slogan of his business, and to meet the many demands of the trade installed the latest and most economical machinery. It has grown until it is one of the most complete plants in the province, employing as high as 75 men during the building season and a force of 35 during the winter months.



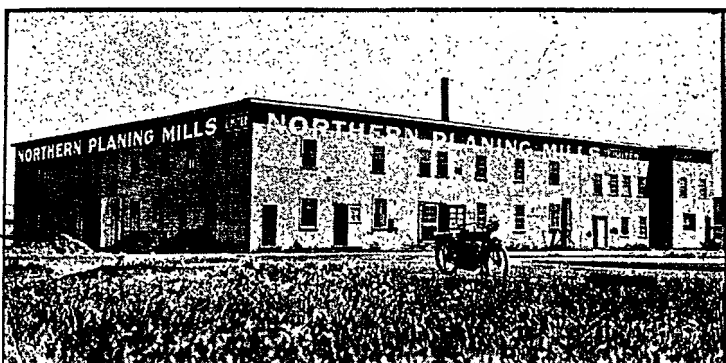
Photo by Anderson
EDWARD A. HOGG

Raw materials for manufacture are brought in from British Columbia, and are dressed and sawed to specifications for contractors and builders. In this work sash, doors, mouldings, mill work of every kind and special contracts are turned out, all of which bring materials to the hands of the users at a far lower rate than they could be secured if brought in on order direct from the coast centres.

During the spirited building boom in Saskatoon the Northern Planing Mills, Limited, proved a boon to contractors, and permitted the completion of large contracts at short notice and with the best finishings that skilled mechanics and first-class machinery could turn out.

Both Mr. Hogg and Mr. Hartney have played an important part in the building of the city. Aside from their investments here and the big industry they have built up they have been identified with many public movements and given much of their time and material aid to making Saskatoon a city of which its residents may be proud. Having implicit faith in the future of the city they were among the men who helped carve along conservative and business-like lines both in their private as well as in public affairs.

Such institutions more clearly emphasize the ability of the city to serve a large territory surrounding and give to those residing at distant points an opportunity to secure the best materials at a minimum of cost, and at the same time patronize home industry, which means more money for the various lines of business endeavor and investment in Saskatchewan.

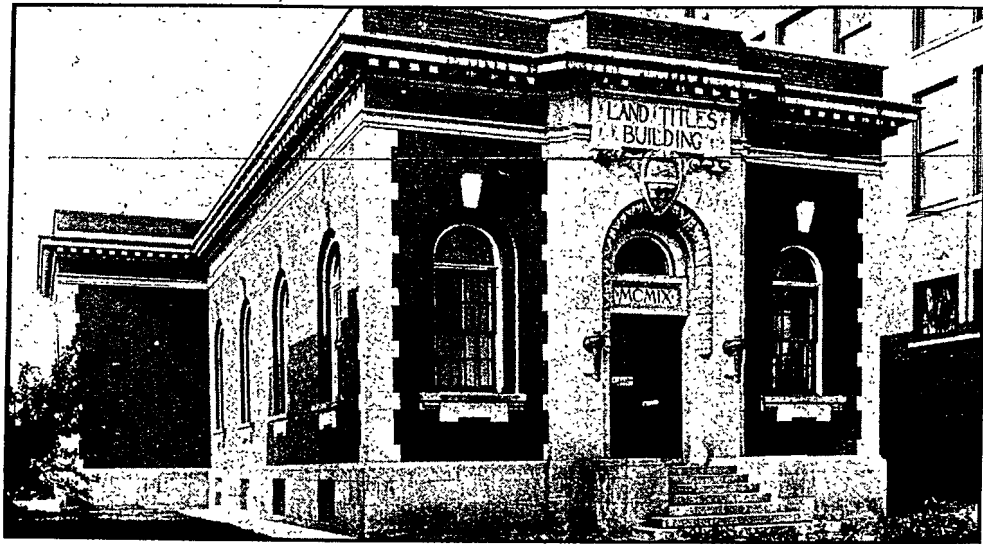


The Northern Planing Mills, Limited



Saskatoon Stands On Sound Financial Foundation

Municipal
Figures Show
Substantial
Growth During
Period of
Theoretical
Depression



The Land Titles Building, Saskatoon

Population
Makes Remark-
able Gains
During
Transitory
Years

In these days when Canadian municipal finance is being made the subject of some severe criticism and financiers and investors scrutinise with a careful eye the balance sheets of municipalities, it is a good thing for Saskatoon that her bookkeeping is in admirable order and that one can obtain without difficulty reliable statistics which show at a glance the prosperous development of the city.

The phenomenal expansion of the city is expressed in the great increase in the assessment, which proceeding slowly from 1906 to 1909, jumped with the increase in population between 1910 and 1911, of 6,000 from \$10,748,639 to \$23,394,543 eventually reaching \$56,302,225 in 1913 at which figure it stands for 1914. In this period the population increased from 12,383 to 30,000.

Let it be imagined that this increase in the assessment was not warranted by the actual conditions, it should be noted that according to the building permits issued practically \$20,000,000 was invested in buildings of one kind or another during the period mentioned.

In 1911 the city limits were extended increasing the area of civic taxation by approximately four square miles. When these things are taken into consideration it is at once evident that \$56,302,225, the net assessment of 1913 and 1914 is not by any means extravagant and the fact that despite the depression from which Saskatoon along with every other municipality has suffered, property values have remained consistently firm.

Economical administration is also evident in the wide margin which obtains between the city's borrowing power and the amount against it. As the accompanying table shows at the end of 1913 the city had not exceeded much more than 50 per cent. of its borrowing power, and the table also shows that adequate provision is made to meet repayments. It may indeed be said that in this respect and also with respect to provision for renewals in public utilities, the city is exceptionally careful, and both investors and the citizens are adequately protected.

There has been a progressive decrease in the tax rate. In 1907 the general rate was 20 mills; in 1910 it was 16.4 and in 1913 it had fallen to 13½ mills. The decrease of course is offset by the increase in assessment but it represents a greater diffusion of taxation, thus lightening the per capita taxation in relation to the development of the community.

The accompanying table is simply a statistical epitome of the progress of Saskatoon and a careful correlation of its parts will lead to the conviction that the finances of the city have been well handled, and that its financial resources

have been adequately conserved thus facilitating the continued progress and prosperity which have attended Saskatoon from its birth, and followed the development of the city to the present day.



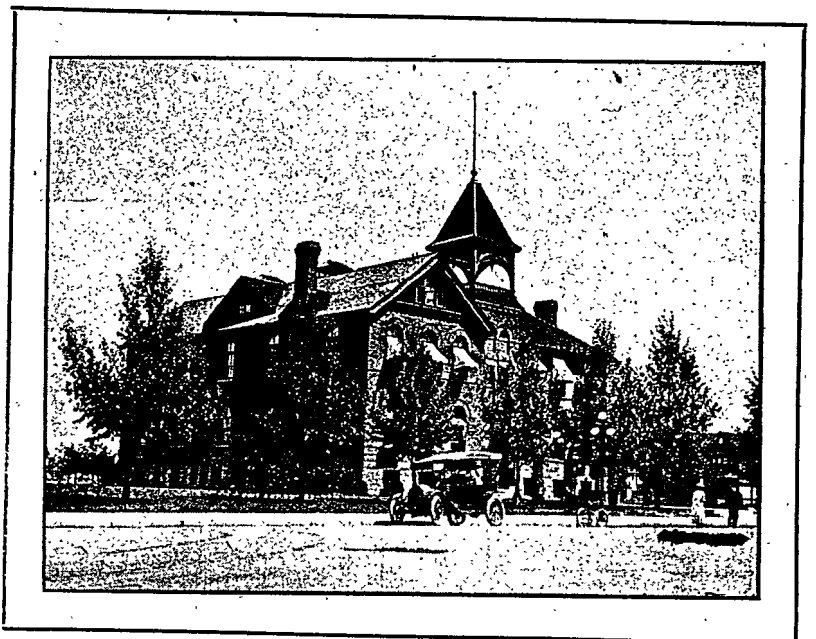
Twilight On The South Saskatchewan River—The Traffic Bridge, Saskatoon.

	1906	1907	1908	1909	1910	1911	1912	1913
Population	3011	4500	6650	9000	12,383	18,096	27,527	(Est)30,000
Net Assessment	\$2,517,145	\$6,479,202	\$7,205,285	\$8,156,357	\$10,748,639	\$23,394,545	\$36,728,360	\$56,302,225
Borrowing Power	503,429	1,295,840	1,441,057	1,631,271	2,149,727	4,678,909	7,345,672	11,260,445
Bylaws against Borrowing Power					1,144,951	2,140,506	4,379,094	5,803,177
Sinking Fund and Repayments on General Debentures			4,338	13,939	42,637	76,801	124,663	204,912
Balance of Borrowing Power					1,004,776	2,638,402	2,967,606	5,457,267
Local Improvement Bylaws						454,455	1,459,891	2,276,480
Property Exemptions						1,826,555	3,133,830	3,712,005
Rate of Taxation	18	20	18.2	20	21	18	18	18
General Rate		14.5	13.2	17.5	16.4	13	14	13½
Tax Income General Rate		93,948	95,109	142,736	176,277	304,263	516,564	759,435
Building Permits issued		70	63	254	433	806	1783	834
Amount Building Permits		377,211	115,625	1,002,055	2,817,771	5,004,326	7,640,530	4,453,845*
Total Assets	179,596	451,754	725,543	1,468,096	2,121,439	5,229,240	8,479,413	11,256,213
Total Liabilities	107,803	312,411	564,913	1,236,984	1,927,024	3,609,821	6,894,890	9,545,653

*Includes 25th Street Bridge and Terminal Elevator



The Saskatoon Club

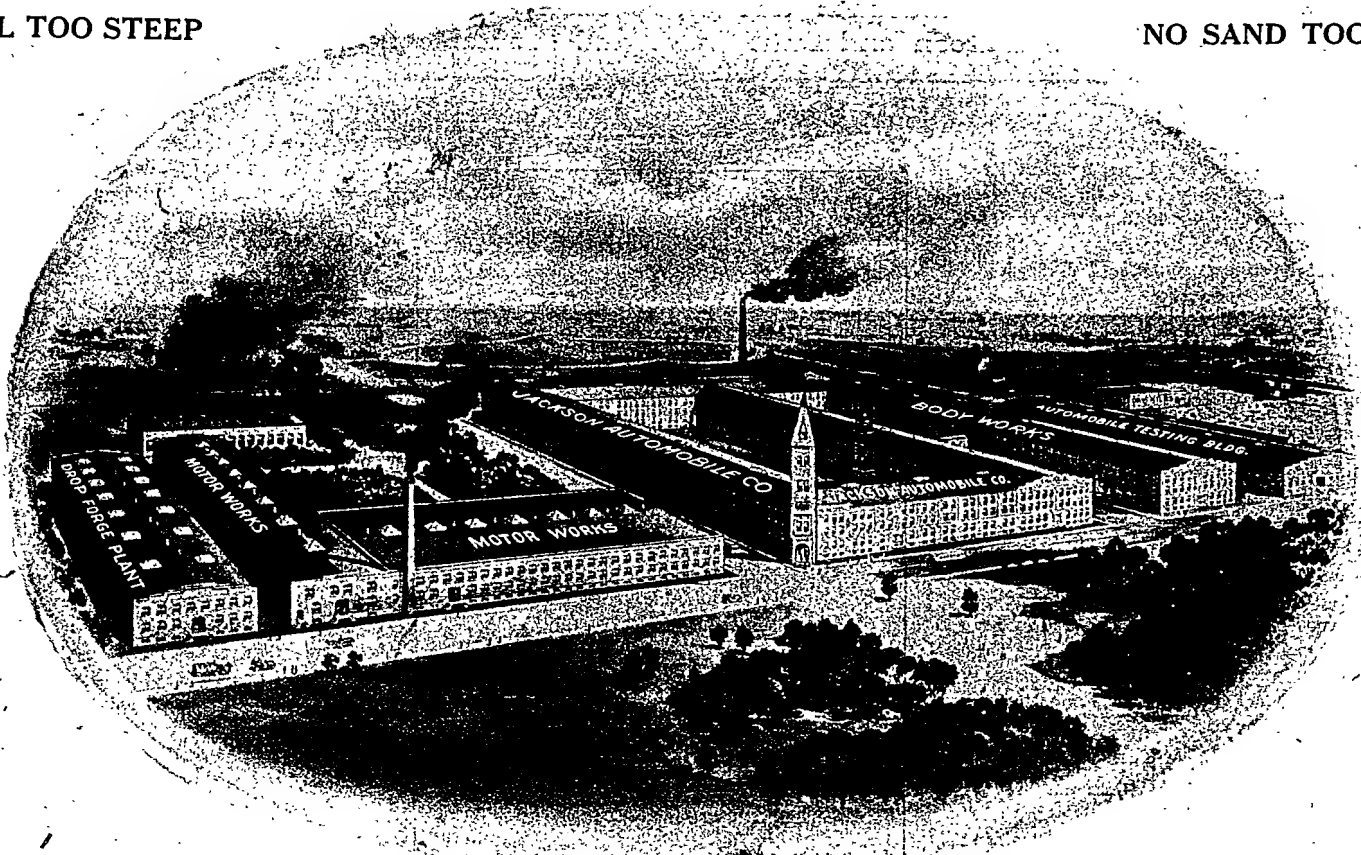


The City Hall, Saskatoon

JACKSON AUTOMOBILE AGENCY

NO HILL TOO STEEP

NO SAND TOO DEEP



Jackson Automobile Factory, Jackson, Mich.

THOS. G. RAYFUSE
Saskatchewan Distributor

123-125 Third Avenue N., SASKATOON
Canada.

Telephone 2550
P.O. Box 970

THE value of placing a first-class article upon the market and shoving it for its merit is proved by the fact that once the public have been given an opportunity to test it its future success is assured. In these modern times the average man gives more attention to merit than in the experimental days of world necessities, through the fact that almost everything necessary to his needs and comfort has been invented, and novelty no longer attracts. Competition has been succeeded monopoly to the extent that one can no longer rely upon an exclusive patent right or an uncontested market for trade volume. Especially is this true in the automobile business. A few years ago when the motor car was a novelty almost any make and quality of machine could be sold regardless of whether it run a day or a year. Looks and good literature were the only pre-requisites to salesmanship. Now that time has put the test to this most beneficial of modern transportation vehicles the company that makes the sales is the one that offers something that has stood the test of time and proved its worthiness.

This is why such cars as the Jackson, Tate electric and Maxwell have taken leadership in Saskatchewan and why it is necessary to keep eight men busily engaged

at the Jackson Automobile Agency Garage, 123-125 Third Avenue North, taking care of and dispensing these popular makes.

The company established its distributing station for Northern Saskatchewan in Saskatoon in 1911 with Mr. Thomas G. Rayfuse as proprietor. The garage started out with a few men in a highly competitive field. Within the past twelve months a total of one hundred and two cars have been disposed of and orders are still pouring in.

Mr. Rayfuse is a man who knows a motor car in its every detail and is willing to throw his lines into competition with any car on the market. Knowing he has a good thing he puts the punch behind his methods and gets the business. That is why the Jackson Agency gave him the exclusive agency in Saskatchewan for its output, and why the Jackson is the leader among automobile users.

The Jackson car is manufactured in Jackson, Mich., and shipped direct to the distributing headquarters here. Mr. Rayfuse has equipped a garage sufficient to handle not only the demand for repairs and adjustments for his own line, but to make repairs for any car

on the market. Only expert workmen of long experience are employed, and when a repair is made it is as perfect as a skilled mechanic can make it. The most modern and complete machinery in use is employed in the repair department, entailing a heavy outlay of expenditures, and the payroll of the local company approximates ten thousand dollars annually.

The garage has a capacity of twenty-five cars, and every facility is maintained for the quick despatch of machines to their owners night and day, especial attention being given to physicians. When taking the full garage service each car is properly adjusted and cleaned when it enters the establishment and ready for the owner when he calls.

Mr. Rayfuse has expanded during the past year and taken the competitive battle to every point where cars are in use. Two traveling salesmen are kept busily employed on the road, and a branch garage has been opened at North Battleford and Regina.

The Jackson Automobile Agency, Limited, garage is an illustration of what a good article backed by the proper man may achieve in the way of success in Saskatoon, and Mr. Rayfuse is the man who has succeeded.

THE HILL AGENCIES, LIMITED

Real Estate and Insurance Dealers Whose Endeavors Have Been One Of The Moving Forces Which Has Placed Saskatoon In The Forefront In The Canadian West

IT has been well said that "Money is the measure of power," but money for its own sake is not worth the struggle. Modern men do not hoard—they invest. And they invest that they may use and that their fellow men may enjoy the returns." It has not been many years ago since Saskatoon was classed as one of the villages of the Canadian West. The metropolis of the present day has not been builded over night nor has the remarkable change from the hamlet to the metropolis been brought about by accident. It has been achieved through the work of the solid business men of the community who have not shunned the shouldering of their share of the civic burdens and who have been willing to roll up their sleeves or place their shoulder to the wheel that the city and the surrounding district might reap the benefit.

Hence the formation of the company known to the Saskatoon stranger as the Hill Agencies, Limited, but to the men conversant with Saskatoon and Saskatchewan affairs, as the company headed by sound business men, which has been one of the potent factors in placing the district in its present enviable position.

Lending one's presence to a community does not constitute citizenship in its true sense nor does the hoarding of profits made through the growth of a city cause the miser to become known among the philanthropic, enterprising leaders of the community. The Canadian west has been placed on its present plane through the reinvesting of funds by real estate dealers and clients imbued with a solid faith in the city and region of which it is the centre. When the Hill Agencies, Limited was organized several years ago with Charles R. Hill as president and managing



MAJOR C. R. HILL

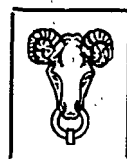
director and W. B. Kemp as secretary and treasurer, it was with the purpose of extending to the constantly growing number of investors, the privilege of placing their savings through the agency of trained, experienced real estate dealers whose knowledge of the city and district is far extending. The company has been capitalized at \$50,000 and aside from bringing these hundreds of investors to the city, protecting their interests through sound business policies and giving them the full benefit of conservative commercialism, the company handles fire, accident, health and other insurance of every description.

Because of the solidity of this concern the agency for the following well known, strong insurance companies of the United States and British Empire has been placed in their hands: The St. Paul Fire and Marine Insurance Company of the United States, the American Insurance Company of Newark, New Jersey, the Maryland Casualty Company of Baltimore, the Canadian Indemnity Company of Winnipeg the General Animals Insurance Company and the Canada Life Insurance Company in addition to others.

Financial connections in the old land and the United States have enabled the Hill Agencies, Limited to make loans and aid the business men and farmers of the district in guiding their affairs over ruffled monetary seas. Despite the fact that this is one of the busiest concerns in the city, the heads and guiding spirits of the Hill Agencies Limited have not held aloof from municipal, fraternal and social affairs. The names of Charles R. Hill, Mr. Kemp and their associates are found on the rosters of organizations having the betterment of the city at heart. They are true boosters.



W. LANDA



Carriagemaker, Blacksmith and Woodworker, Who Has Met Success in
Saskatoon and Built Large and Profitable Business

AMONG the large and lucrative businesses that have been built up in Saskatoon, and one which shows what can be done by a man with a determination to win, and who gives his undivided attention to industry is the W. Landa carriage-making, wood-working, and blacksmith shop, 222 Avenue C south.

Like many other large businesses in the west this has grown from a small beginning into one of the most important industries of the city.

Mr. Landa is a native of Russia, and when he landed in Saskatoon had but small capital, but was determined to win for himself a place among the business men of the city. He opened a small blacksmith shop, 14 to 16 feet, and devoted his time mostly to horse-shoeing and odd jobs at blacksmithing. As the city began to grow so did Mr. Landa's business. He was a man of broad ideas, and only seeking opportunity to put them into execution. He added carriage-making to his line of endeavor, and began enlarging until today his establishment occupies 3,125 square feet of space, and is kept busy daily meeting the demands of a highly appreciative trade.

Mr. Landa comes from a long line of skilled artisans in Russia, his forefathers having for generations been engaged in similar pursuits. Like all those who have acquired their training in Europe, thoroughness of workmanship characterised every piece of material turned out. Soon those in need of his wares learned that first-class workmanship was guaranteed, and business began to grow. Profits were turned back into improvement until he now has one of the most complete and efficient factories in the city. He is daily turning out work for the city, large department stores and handling jobs for less experienced wood and iron workers in the districts adjacent to Saskatoon.



W. LANDA

Photo by Anderson

Though in a strange land, with strange customs, and a strange tongue, Mr. Landa at once became a part of the community, and entered into the spirit of building up a big city. He became an investor, and today owns much valuable property.

He next established a rooming house above his wood-working shop, which brings in a good income.

Mr. Landa is proud of the fact that he has met success, and is proud of the city, to which he has given an important industry, and is always seeking an opportunity to demonstrate his readiness to co-operate with others in advancing Saskatoon's interests.

Among the beautiful products utilised in various lines of woodwork in Saskatoon, Mr. Landa has turned out lines that would of necessity have to be secured in eastern markets. His black-smithing is not confined simply to horse-shoeing and such other rough work, but embodies artistic iron work of every description, finished after the manner of those materials that for centuries were made by hand, and which carry with them the highest expression of the iron-worker's art.

In his business career Mr. Landa has won many warm and close friends, and his industry and business judgment has served as a lesson to those who desire to succeed in a new country.

Despite the fact that everything was strange, and there were many obstacles for those who did not understand the language, Mr. Landa plunged in and proved that this was but a temporary handicap, having learned English and Canadian customs and business methods in a remarkably short time. He has turned his knowledge to good account and become one of the substantial business men of Saskatoon.

The A. Macdonald Co., Ltd.



Pioneer Wholesale Grocery Company of The
Canadian West Which Saves Money To
The Consumer By Doing A Cash Business



CO-OPERATION is the keynote of successful operation of business establishments, demanding the employment of a large corps of trained men. Modern commercial methods, the necessity of every man knowing to a nicety the status of affairs in his own department of the business and being able to report to his superior officer within a moment's time the conditions existent, have revised the aged systems and emphasized the demand for co-operation between employer and employee.

More than twenty years ago, when the wholesale grocery firm of A. Macdonald and Company was yet young, this fact was realized and appreciated by heads of the company, the profit sharing scheme was adopted and the employees given an opportunity to reap the benefits of efficient work and the sale of superior products along with their employer. Today the A. Macdonald Company, Ltd., is listed among the largest wholesale grocery companies operating in Canada, and is the largest company doing business on a mail order basis. The combination of co-operation and the dispensing of good goods, pure food products and superior articles, having resulted in this recognition.

Reduction of the high cost of living has been the aim of heads of this company. Through the cash buying and selling systems adopted, and general economy practised in the operating expenses, this result has been in a large measure accomplished and the prices of many staple articles have been materially reduced by The A. Macdonald Company, Ltd.; the consumer directly reaping the benefits.

The A. Macdonald company, Ltd., buys and sells for cash. As importers of choice products the company pays cash on delivery of the goods, thereby securing better prices than the house demanding long time for payments. Retailers purchasing from the Macdonald Company pay cash for their goods and as a result the consumer profits.

It was during the early days of Saskatoon that the future of the city as a distributing point for the province and surrounding territory was recognized by heads of the Macdonald company and the large branch was established here, giving the city its pioneer wholesale grocery house. Business immediately began to accumulate, orders throughout the district pouring in after order for the fresh, pure goods into the new Saskatoon branch until additions to the warehouse became necessary and today the company has a modern plant at 56 Twenty-third Street East capable of caring for the large business built up by fair and square dealing and by the handling of only the premier products.

Direct importations of spices, the best of teas, coffees, oils, foreign fruits and delicacies are made by the A. Macdonald company, a special buyer being maintained to look after the interests of the company in foreign countries, and to secure only the best and freshest for the patrons of the concern in the Canadian west. Because of these im-

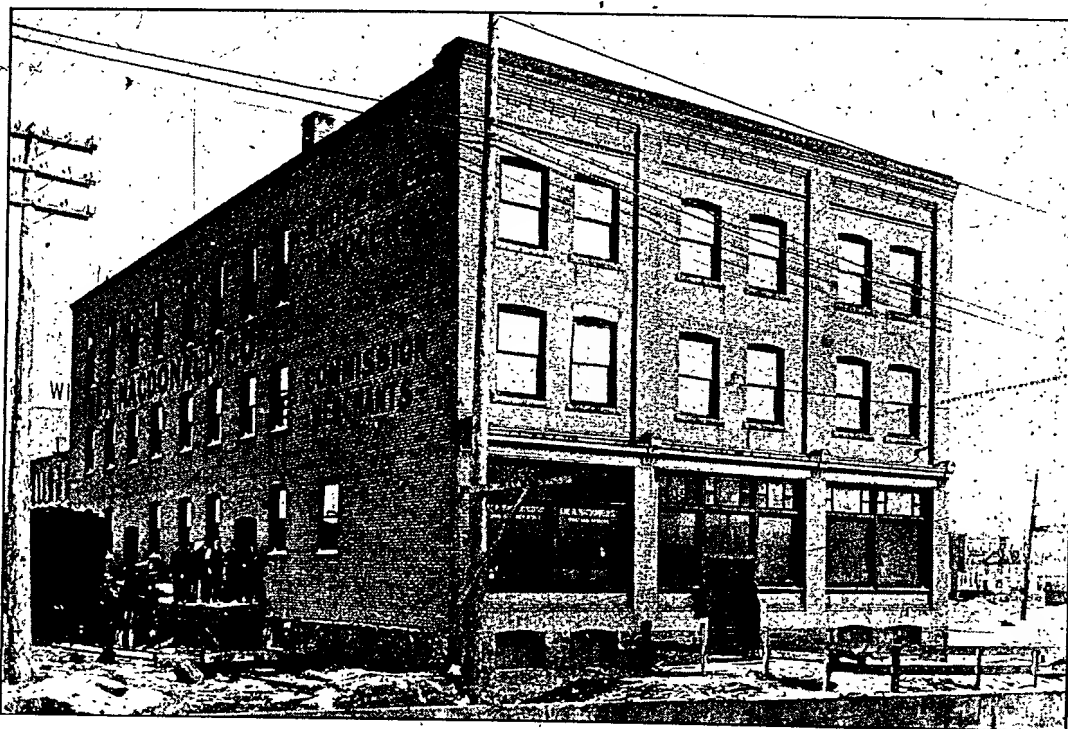
portations being handled direct, the consumer is again benefitted.

The Macdonald company is purely a Canadian institution and endeavors as far as possible to handle Canadian products, in order that the duty may be cut off the expense list.

Ten branches of the company are at the present time being operated in western Canada at Saskatoon, Moose Jaw, Yorkton, and North Battleford in Saskatchewan; Lethbridge and Edmonton in Alberta, Kenora and

Port Arthur, Ontario. Headquarters are maintained at 166-122 Market Street East at Winnipeg, each branch, however, being under the management of an expert delegated from the home office.

Growth of the business in Saskatoon has been largely due to the sound business management of F. H. Semmens, a veteran salesman in the grocery business. Mr. Semmens has brought the name of the Macdonald products to a high plane in northern Saskatchewan and has taken a vital interest in commercial affairs of the growing city.



SASKATOON WAREHOUSE OF THE A. MACDONALD COMPANY



THE BARRY HOTEL

Modern Hostelry Erected at Great Expense by Robert J. Barry and Conducted Along Lines Which Have Made the Barry the Popular Hotel of Saskatoon's West Side



FIRST impressions of a city are in many cases the lasting impressions on the mind and memory of the visitor, the commercial traveler or the investor, and whether it be in outward appearance or the interiors and courtesy of the hotels where the traveler selects quarters, he becomes imbued with a desire either to cast his lot with the city or hurry away. It is because of this fact that good hotels, headed by capable men of experience and fitted with the best materials obtainable, are a valuable asset to the city and community.

When Robert J. Barry, enterprising business man, pioneer, progressive citizen and civic enthusiast, erected the new Barry Hotel at 309 Avenue B at Twentieth Street but a year ago his venture was thought unwise by counsellors. That his judgment and enterprise was wise and justified, is proven by the popularity of the Barry Hotel today and its crowded rooms as well as the position of prominence it occupies among travellers throughout the Canadian West.

"Stop at the Barry," is the advice given scores of commercial men and other travellers bound for Saskatoon by their friends and travelling companions who have experienced and enjoyed the wholesome kindness and attention extended to the guest at this ever popular hotel.

For many years before erecting the new Barry Hotel, Mr. Barry was the proprietor of the old Butler hotel, at the rear of the present structure, the old hotel being connected to the new building to be used in emergency cases as an auxiliary.

The Barry hotel has 250 rooms, every one comfortably furnished with the finest of furniture and fitted with every convenience of the modern day hotel, hot and cold running water, electric lights, bath and toilet, telephone and other features which provide for the comfort of the guest.

The building itself is of brick and reinforced



ROBERT J. BARRY

concrete, being absolutely fire proof—this fact alone being a solace to the guests, all of whom retire with the knowledge that their sleep will not be disturbed by the clang of the fire gong and the command to jump for their lives. Mr. Barry has made, adequate and complete arrangements for the accommodation of large parties attending conventions, or other meetings for several days or several weeks at a time. The spacious dining room, one of the finest in the city, is another attraction of this house of comfort. Only the best is allowed to be served, Mr. Barry insisting upon only the freshest and most wholesome produce being brought to the hotel and prepared for the guests.

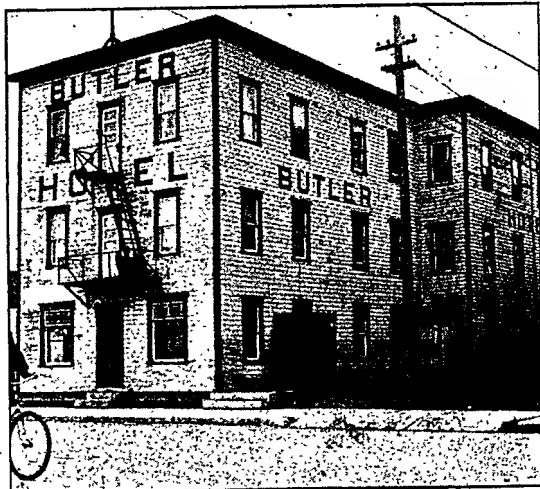
When Mr. Barry opened the public lavatory in the hotel, providing a private entrance from Twentieth Street, he filled a long felt need on the west side. This lavatory with wash basins and other equipment kept sanitary at all times, is open to all and according to actual count is used by thousands daily.

In connection with the hotel Mr. Barry has one of the most unique bar rooms in the Canadian west. The octagonal bar, is so arranged that patrons may approach from all sides, the scheme being so arranged that the attendants may give better service without the necessity of walking a dozen steps to the purchaser. The finest of wines, liquors, and cigars are dispensed at the bar and in the dining room.

Mr. Barry has been justly honored by his fellow hotel keepers of Saskatoon by being selected as the head of the local organization. His influence has been an asset and his sound advice is sought by associates upon matters of business. Mr. Barry is a business man, he conducts his affairs and those of the hotel in a business like manner and it can be truly stated that the Barry Hotel is today the house of solid comfort.



THE NEW BARRY HOTEL



THE OLD BUTLER HOTEL
Still Owned and Operated by Mr. R. J. Barry



FREDERICK ENGEL--Financier

210 Twenty-first Street E.

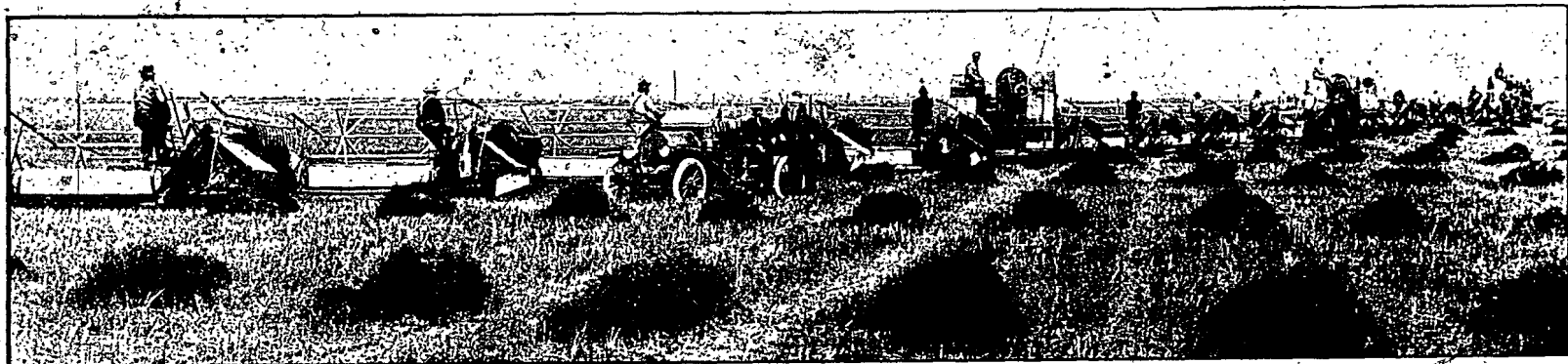
Saskatoon, Sask.

Real Estate
Investments
Mortgages
Loans



FRED. ENGEL

Farm Lands
City Property
Insurance
Locating



Scene on one of Fred Engel's Thousand Acre Farms where tilling and harvesting are done on a big scale

THE J. H. SPEERS-MIGHTON & CO., LTD.

Hay, Feed, Grain, Prepared Poultry and
Stock Feed, Seeds, Flour and Mill Products

EXPERT knowledge in selecting seeds is a rare trait even in the man that produces them, and even in the selection of home-grown seed a record is seldom kept of yield, soil conditions and the great number of things that enter into the question of seed selection. This has created a demand for the seed expert—one who makes a study of the question and compiles knowledge for the planter's use. It is for this reason that a seed dispensing establishment is a valuable asset to city and country alike.

It is at this point that the J. H. Speers-Mighton Company Limited, 238 First Avenue South, stepped into the breach and began dispensing those things that the farmer and market gardener needed most—perfectly grown and adapted seeds.

The business was established in the spring of 1910 by J. H. Speers, who for a number of years before settling in Saskatoon was engaged in the seed business in Los Angeles, Cal., his brother, J. A. Speers, being associated with him, and Mr. Mighton entering the firm at a later date. Previous to becoming a partner Mr. J. A. Speers was an instructor in the Saskatoon collegiate institute for a number of years.

The company has a large and well appointed warehouse on the Canadian Northern tracks and connection with rail lines permitting the shipment of any quantity of goods to whatever point they are in demand. Handling as it does large quantities of its products it is in a position to supply users at the lowest possible price compatible with quality. All of its stock is selected from the best manufacturers and growers and the seeds dispensed by the company have stood the test of time and experiment, are adaptable to the soil and guarantee to possess full potency.

New settlers coming in have found this house of exceptional value in guiding them in their initial efforts in agriculture. Seed grain is selected for various lands and once the nature of the soil is given the house an expert will select the most prolific seed grain and instruct the farmer how to get the best results.

Since its formation the company has become one of the important local industries and one that sheds credit upon itself as well as the city it has selected as its distributing point.



First Avenue Store of The J. H. Speers-Mighton & Co., Ltd.

FRANK HOLMES, Merchant

Enterprising Department Store Proprietor—One of
the Young Men who have made Saskatoon the Hub
City of The Province of Saskatchewan.

OPPORTUNISM has seldom been the base upon which the fortunes and success of the modern day have been built. Whether it be intuition, ability to peer into the future and grasp the proffered opportunities, turn them to profit through sheer force of character and ability to "deliver the goods," or whether it be mental strength, the spirit of determination or personality, the men of Saskatoon who have been instrumental in building up the city, have been endowed with those qualifications.

Saskatoon has been well named "The city of young men." With the transition of the village to the metropolis of the province the burdens of the older settlers have been shifted to the more capable shoulders of the younger men who have demonstrated their ability to care for the city's future. These young men have been tested. They have been found ready and willing to set aside their personal affairs to contribute their efforts when needed by the city they have chosen for their future home.

When Frank Holmes, now one of the prosperous merchants of Nutana, cast his lot with the city seven years ago, he set his mark high, placed his shoulder to the wheel, and toiled incessantly for the betterment and upbuilding of the village. Through sheer force of character and conscientious effort he is today the proprietor of the



FRANK HOLMES.

general store which bears his name, located at 724 Broadway South, Nutana, in the heart of the business district of that busy portion of the metropolis.

When Frank Holmes selected Saskatoon as the scene of his future efforts it was with a knowledge and confidence that the village of seven years ago would in a few years demonstrate its fitness to occupy the metropolitan realm, and it has been through the efforts of men of the type of Mr. Holmes that this climax in municipal affairs has been reached.

For three years before coming to Saskatoon Mr. Holmes was a teacher at Prince Albert, after which he was principal of Saskatoon public school for six years, where he was beloved and admired by pupils and patrons of the schools alike. His technical education combined with his practical knowledge of the commercial side has endowed him with the ability to head the institution of magnitude.

Half a dozen trained salesmen and women are required to handle the business of the store in Nutana. These employees are well paid, Mr. Holmes requiring ability of service and capability rather than mere show. His aides are his theoretical silent partners, hence the success of the store.

MIGHTON, BELL & TURNER

Real Estate

::

Loans

::

Insurance

A Company That Has Been Identified Among Leaders Handling Substantial Investments, Whereby Saskatoon Has Developed Into A Great City

FOLLOWING every spirited real estate boom comes a period of quiet wherein the public is permitted to see more clearly the works of those men who, while participating in the business of the speculative period, have moulded their business along conservative and safe lines and laid the foundation for the more responsible duties that fall upon the shoulders of such institutions.

These companies represent the real business life of the community and offer the investing public those safeguards that guarantee the guidance of money into legitimate and remunerative channels. Having adhered to the higher ethics of business and utilized sound judgment in their dealings and fairness toward the public they exemplify the rule of

estate companies in Saskatoon, and having a full grasp of the entire investment situation, they have scouted questionable transactions and confined themselves only to those dealings that would create for them satisfied clients and add to their prestige.

It is due to the painstaking circumspection of such firms as this that Saskatoon has been able to enjoy a steady and healthy growth and a foundation of permanency placed beneath its every institution.

Though there were many temptations to plunge into questionable speculations in outlying districts, Mighton, Bell & Turner confined themselves to such splendid properties as Ruskin Place and other choice tracts that have become a part of the rapidly grow-

Having assumed their share of the task of city building each has given his best efforts along lines that produced results. Messrs. Mighton and Bell early entered the real-estate field and their successes attracted Mr. Turner, who previous to entering the company was the commissioner of the Board of Trade, and also justice of the peace. Mr. Mighton was honored with the position of vital statistics officer, and Mr. Bell, through his splendid knowledge of the city and its advantages, has been chosen president of the Realty Board, a position to which he has brought great strength and wherein he has proved a tower of strength in protecting the public against questionable real estate transactions, giving stability and genuineness to



The Canada Building—Home and Offices of Mighton, Bell & Turner

the survival of the fittest, and at once become a fixture in the business firmament.

It is for this reason that such firms as Mighton, Bell & Turner, with headquarters in the Canada building, justly lay claim to being one of the best avenues through which the investing public may secure the holdings they seek. This firm occupies an important relation to the public in that it performs the duties of trust to a large clientele who must trust to the judgment of the man on the ground in their investments. It is here that the firm's reputation, built up upon years of sterling business integrity and careful selection, proves of benefit not only to the men composing it, but to the outside world.

Being one of the oldest established real

estate companies in Saskatoon, and having a full grasp of the entire investment situation, they have scouted questionable transactions and confined themselves only to those dealings that would create for them satisfied clients and add to their prestige.

At the present time the firm controls a number of choice sections of the city and some of the most desirable inside business property, while also acting for clients throughout the world.

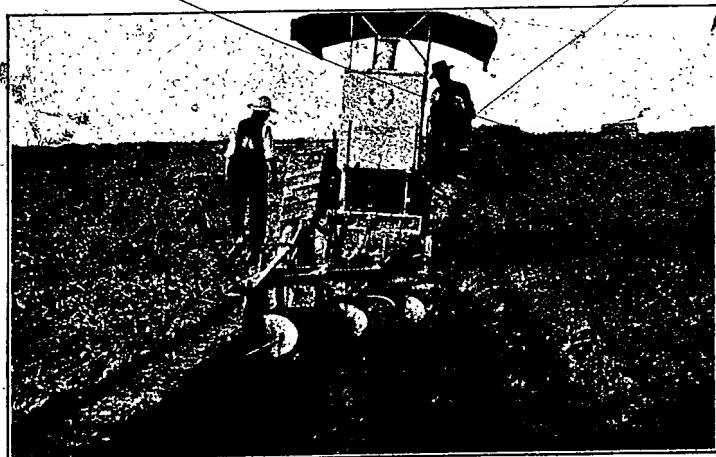
Having kept closely in touch with the trend of events it has been able to reinvest its money in properties that are daily enhancing in value, thereby not only aiding in the upbuilding of the city but displaying a full confidence in its present and future.

Each member of the firm has been a resident of Saskatoon for eight years or more, and have been identified with its business, civic and industrial affairs in various capacities.

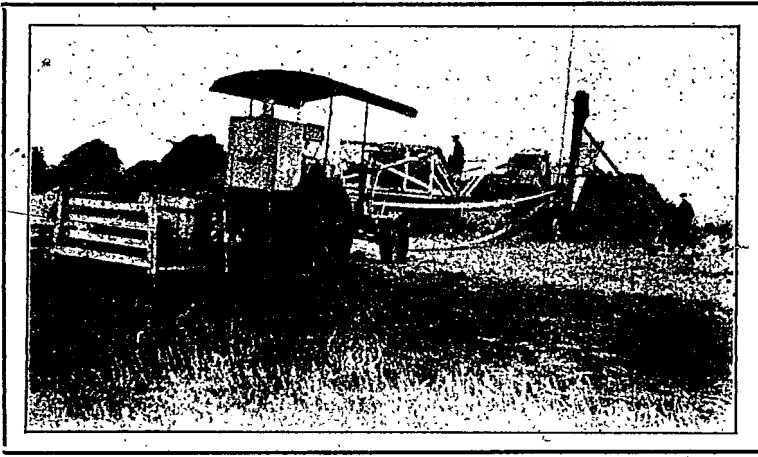
development and maintaining the dignity of his business calling as befits it.

Through the process of elimination whereby transient institutions pass as quickly as they came, there has been left in Saskatoon such firms as this which are anchored to the city and have a vital share in its affairs as a whole. It is to these institutions that investors will naturally turn when seeking to share in the growth of the west and especially such splendid cities as Saskatoon.

In addition to its real estate business the company maintains a loan and insurance department whereby the most substantial companies are represented, and through which many have been able to secure funds with which to carry out improvements.



Plowing with tractor on farm lands sold in Saskatoon.



Threshing on ranch of the type sold by Mighton, Bell & Turner.



Cushing Brothers Ltd.

One of the Pioneer Manufacturing Plants That Supplies Big Payrolls in Western Canada while Giving Home Products a Boost and Supplying Building Necessities

LIKE the older centres of the east there, western institutions whose names signify something important in industrial development, and bear witness to the business ability of those who established them.

The name of Cushing Brothers is among those most closely interwoven in western history, because this is the pioneer wood working manufactory of the Northwest, having started when there was little to disclose the wonderful development that has followed in the past years. However, in building, Cushing Brothers build well, with the result that its products have supplanted many of those of the most prominent houses of the east and the United States. This not alone because of convenience in securing them quickly, but because the best workmen of the continent were recruited to reproduce the fixtures and finishings decreed proper in interior finishing. In this line the company manufactures bar and hotel, office and busi-

ness house fixtures, both in fir and hardwoods, turning out work that holds its own against the imported article, and having all the elements of good taste and economy.

The Saskatoon plant was erected and began operation in September, 1911, and its effect in the building of Saskatoon is disclosed in the many handsome interior fixtures, massive bar fixtures, etc., that grace the fine building of the city.

The plant is located on Duchess street near the C.P.R. bridge, and along the tracks of the railroad. The main factory is constructed of brick, and covers a space one hundred and ten by eighty-five feet, or an area of approximately eighteen thousand square feet, on the two floors. The dry kiln embraces nineteen hundred square feet. In addition there are two stock sheds fifty by one hundred and ten feet, and thirty by one hundred and ten feet, with stables occupying twelve hundred square feet. The site occupied by the entire plant embraces forty lots, and each building is

constructed to permit of expansions as conditions warrant.

It requires up to fifty workmen to man the plant, and thus a goodly payroll is created for Saskatoon.

The company also deals in art glass and builders' supplies, including leaded glass church windows, hardwood doors, colonial columns, porch work.

Cushing Brothers was organized in 1884, and from a small beginning has grown into one of the largest industries of its kind in the west; its materials being marketed throughout the prairies and all over the north. W. H. Cushing of Calgary is president, George Cushing of Regina, vice-president, and A. T. Cushing of Edmonton, secretary-treasurer. The local branch manufactory is under the management of Mr. F. M. Beatty, whose long connection with the company has enabled him to maintain the Cushing idea and system in his dealings with the public.

ANDREW SMITH & CO.

Enterprising Real Estate Company, Headed by Andrew Smith and His Son, Alvin J. Smith, Which Has Been A Potent Factor In The Growth of Saskatoon Through Ability To Interest Substantial Settlers In The Community

ACCORDING to the sound precepts of municipal advancement taught enthusiastic leaders of newly established cities of the northwest by men who have been "through the mill", to bring settlers to a city or district



ANDREW SMITH

through correspondence and publicity is one thing—to care for them and make them satisfied, valuable citizens after they arrive is another matter. Saskatoon has become listed among those growing municipalities of the great Canadian west which have made a speciality of caring for these investors, supplying them with the opportunities to make sound investments and locating them on city property or on the farms where they have become prosperous residents. The process through which these investors have been cared for has been bettered through the affiliation of business brains and judgement such as is daily put into practice at the office of Andrew Smith & Company, 128 Twentieth Street East where city properties in the most desirable districts of Saskatoon are listed for the benefit of the purchaser who desires to cast his lot with the district.

When the Andrew Smith company was formed about three years ago, Saskatoon was undergoing the greatest boom in the history of the metropolis. Settlers were being brought to the district from all parts of the dominion and the United States. Scores left the district because of the preceding work of designing realty dealers whose deception palled on the purchaser. It was through the conscientious work of Andrew Smith, Alvin J. Smith and their associates that many of the homes which dot the residential districts of Saskatoon were made possible.

Perhaps the greatest work of this progressive firm has been the marketing and beautifying of the subdivisions of Victoria and Coronation Park, southwest of the business district, one of the most delightful, scenic spots in the region. One of the instances which speak of the popularity of Victoria is that of the sale of the 240 lots at the office of Andrew Smith. The day the lots were offered, their location and scenic beauty being well known, a line of investors stood waiting the opening of the office doors. In less than 20 days every inch of ground in the subdivision had been transferred

to the hands of investors who are today prosperous citizens. The same rule held true with Coronation Park, lots in this district selling so rapidly as to amaze even the most optimistic.



ALVIN J. SMITH

The Saskatoon Nursery Company

The Place Where Saskatoon's Sweet Blossoms Grow; Where The Best of Hot House Products Are Raised And Which Supplies Surrounding Cities With The Freshest of Flowers At All Seasons of The Year

EXAMPLES of thrift and enterprise, business expansion, conformation to the needs of a constantly growing and more exacting populace stand out in Saskatoon as auguries of the dawn of a new era, when the hub city of northern Saskatchewan will no longer suffer in the comparison with the largest eastern metropolis or bear the traces of provincialism. The small gap between the perfect city and the old order of things is being filled in at a rapid rate that has awakened the admiration of a critical world.

From catering to mere material needs the city's business houses are branching out and conserving the more highly developed tastes for culture and luxury, splendor and refinement.

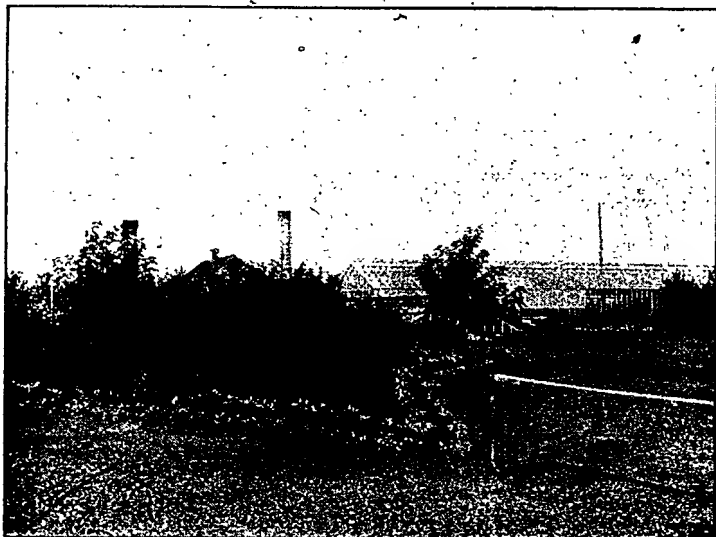
In this connection one naturally thinks of the beautiful establishment of the Saskatoon Nursery company and the place it has filled in beautifying the homes of the city and those of the surrounding district by supplying the freshest and sweetest of flowers as well as hot house vegetables at seasons of the year when they are most appreciated.

When this business was established in 1906 by J. H. Holmes and John Ashworth, a retired barrister, with Mr. Arthur Marriott as manager, three small greenhouses were all that were required to answer the wants of the flower lovers. That the careful management of the late Mr. Marriott, who has been succeeded as the head of the company by his faithful wife, wrought wonders, is attested by the fact that there are about a dozen enclosed glass hothouses dotting the five acres owned by the company, now producing the aromatic flowers and juicy vegetables for the epicures of Saskatoon.

The Saskatoon Nursery company is filling the niche in the home life of Saskatoon prescribed for the development of the poetic, romantic and gentler side of modern society. The greenhouses are at Avenue I north at the corner of Thirty-second street, west. The plant is complete in every detail and employs from four to ten men and women in the greenhouse and sales department, all being experienced in the work in which they are engaged.

In the outer office Mrs. Marriott directs the machinery that places upon Saskatoon's tables the buds and blossoms so necessary to a well appointed household. Extending back are the storage rooms where the refrigerators and the facilities for shipping flowers to Prince Albert, Regina, North Battleford, and other towns, as well as for local delivery are located.

One might go into ecstasies daily over the manner in which the posies, the potted plants, the ferns, the delicate flowers, the blossoms and the more hardy plants are raised and fostered by experts in the employ of Mrs. Marriott, the efficient manager of the Saskatoon Nursery company. A visit to the greenhouses suffices to convince the skeptic of its magnitude.



Scenic Spot at The Saskatoon Nursery

Saskatoon Pure Milk Company, Ltd.

Source of City's Milk, Butter and Ice Cream Supply That Is Proving Boon to Dairymen and Mixed Farmers of Saskatoon District

PURE dairy products are the greatest assets of a city's food supply and the facilities for obtaining them are next in importance. It has remained for the Saskatoon Pure Milk Company, Limited, to solve the problem and in the solving give to Saskatoon and a country extending many miles around the city an industry that stands alone for its benefits and advantages.

The Saskatoon Pure Milk Company, Ltd., is one of the most complete, the most satisfactory and most thoroughly conducted institutions of its kind in the west, and has assumed an importance second to no other manufacturing industry in the province.

From its initial appearance in Saskatoon this large, modern manufactory has played an important part in the development of the city and the country at large. Under the guidance of Mr. A. Mihalko, secretary and treasurer of the company, who established the business two years ago, it has grown by leaps and bounds and been the direct result of banishing imported butter from Saskatoon and a large number of adjoining towns, as well as building up

one of the most important farming industries—that of dairying.

When the Saskatoon Pure Milk Company, Ltd., began business in Saskatoon there was but a small milk supply available. To remedy this the company purchased and distributed at low terms approximately 500 fine dairy cows, then entered into close relation with the farmers and educated them along the lines of milk production. As if by magic the business began to increase until it was necessary to enlarge. Each year this continued until today the company has a capacity of 750,000 pounds of butter annually, and is producing 2,000 pounds of butter daily, handling 12,000 pounds of milk and distributing 2,000 pounds of sweet cream and 125 gallons of the famous Beaver Brand Ice Cream daily. This means that approximately \$16,000 monthly distributed among the farmers of the Saskatoon district, and provides one of the best sources of income to the agriculturist.

It was only necessary for the products of the Saskatoon Pure Milk Company to reach a market to hold it, and the

company is distributing over a wide territory, including Calgary, Medicine Hat, Edmonton and a territory 230 miles west, 200 miles east and as far south as Regina.

It was due to the introduction of the company's pasteurized milk into Saskatoon and its direct benefit to health that caused the health department to promulgate a by-law demanding that only pasteurized milk be sold within the city limits. It has shown that where the Saskatoon Pure Milk Company's products were used that the ratio of disease had fallen to a marked degree.

This excellent state of affairs is due to Mr. Mihalko's personal direction in having his own inspectors in the field as well as adopting the most rigid hygienic methods in his manufacturing plant at Avenue B and Twenty-fifth street. This plant is a gem of modern construction, and the machinery utilized is the last work in economy and sanitation.

It has been necessary this year to enlarge the butter room, and the output is gauged only by the supply of raw material.

As an illustration of the encouragement and profit derived by the farmers and dairymen the month of May saw an increase of 300 shippers to the company's plant. It has served not only to give to Saskatoon one of its payroll industries, but has served to develop a source of revenue to every business in the city through its distribution of money among the farmers.

Following its attitude of co-operation with the farmer the company has financed many in the dairy business and has always given a helping hand where thrift was manifested.

In addition to butter, milk, ice cream and cream the company is the clearing house for strictly fresh eggs, being the first in the market with this luxury every spring and having a source of supply that guarantees superiority of product the year round.

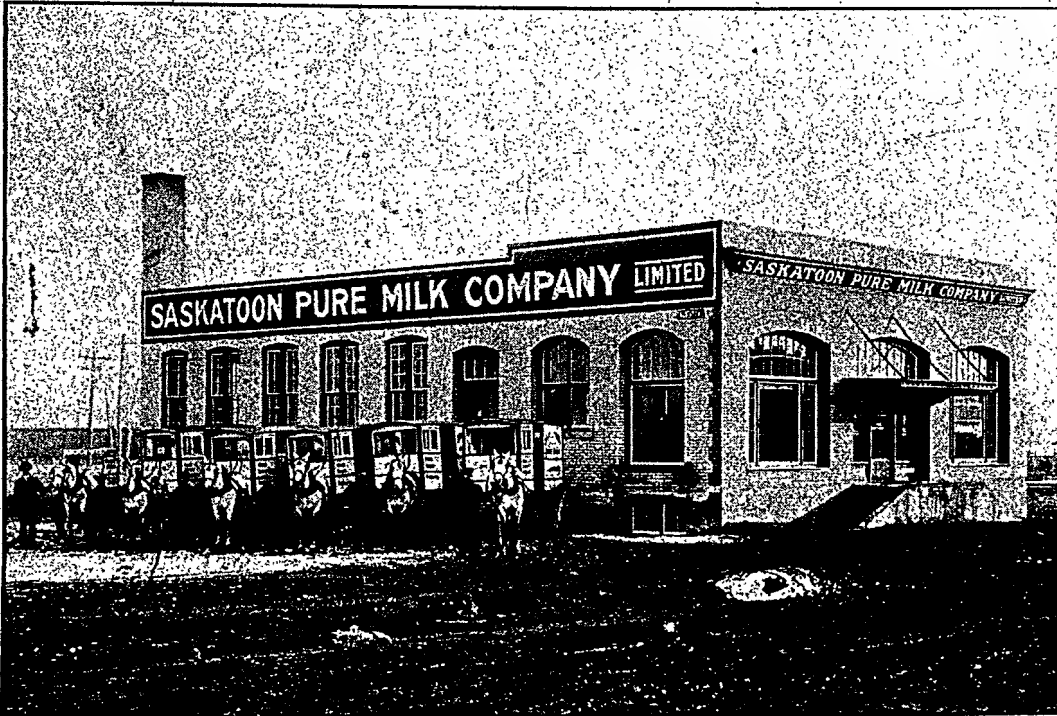
The company pays the milk producer \$2 per 100 pounds, which gives a good margin of profit as well as supplying a ready cash income.

Among the big expenditures this spring is the purchase of a carload of additional machinery that doubles the capacity of the plant.

Forty-three persons are given employment by the company in addition to the hundreds that secure employment in the milk producing industry through the 700 farmers that market their products at the plant.

The Saskatoon Pure Milk Company, Limited, is a purely local industry, financed by local capital save that of Mr. Mihalko, who comes from New York. Mr. G. H. Clare is president, Mr. J. C. Bell, vice-president and Mr. Mihalko secretary-treasurer and manager.

In giving Saskatoon this industry these gentlemen have contributed to the city's growth in a way that is important and permanent and have reached out and brought large sums to the merchants and business men while keeping money at home, and providing payrolls for permanent residents of Saskatoon. Under their progressive system of business they have established a trade mark that is winning wider fields daily and placing Saskatoon to the forefront as a great dairying centre.



PALACE LIVERY

Fine Equippages---Blooded Carriage and Saddle Horses---Funeral and Other Large Turnouts Served---Cab and Carriage Service To and From All Trains---Boarding and Livery

THE man who works each day to give a distinctiveness and completeness to his business does much to win public confidence and approval, and in the final summary steps out ahead as the leader on his line. This rule applies to any class of business, especially that which comes into contact with the great mass of traveling public in addition to those around him.

It was this desire to have nothing but the best and create a business that would carry with it distinctive qualities that placed the Palace Livery ahead of all others in Saskatoon and built a splendid reputation for its founder and owner, Mr. D. A. Paterson.

The Palace Livery is one of the most complete west of Winnipeg and has been enlarged to meet the needs of a large and growing city. Its equipment is the best in Saskatchewan and its resources unlimited in scope.

Mr. Paterson has been a resident of Saskatoon nine years and in that time has kept pace with the city in growth and enterprise. Before coming to the city he was engaged in the farming business in Ontario. He purchased property at Twenty-fourth street and erected a large modern stable, stocking it with blooded animals suitable to the needs of lovers of fine carriage and riding stock. Every innovation that served to keep his establishment out in front of competitors was introduced with the result that he soon had command of the livery business in Saskatoon.

His equipment consists of fine saddlers, drivers, single rigs, double rigs, hacks, cabs and touring cars. These are maintained in such quantities as to cause all undertakers to requisition his services for funerals and others where large affairs are on requiring rigs.

Each animal is carefully groomed and cleaned with vacuum cleaners and in summer clipped by machinery, and kept in spick and span shape for pleasure or business.

In the course of business growth it has been necessary to erect additional quarters on Avenue A. This is the model livery barn of Saskatchewan, where twenty-six fine animals are kept for single rigs and cab service.

Mr. Paterson extends his service to all parts of the city carriages and cabs meeting all trains and giving service night and day.

The Palace Livery has the reputation of being able to turn out the finest equipment in the prairie west, and especially is this true of rigs supplied to pleasure parties, each

of which is correct in appointment and drawn by horses that are bred for the purpose.

The boarding and livery stable is located at 108 Twenty-fourth street, while Mr. Paterson maintains his office at the Palace on Avenue A and on 20th Street near Second Avenue.

While his own affairs have been sufficient to require

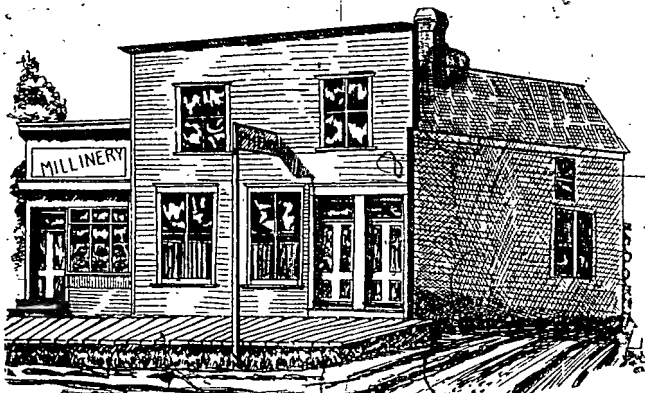
keep his busy busy, Mr. Paterson has never been too busy to join with other business men in furthering public interests and is one of the live wires of the city, interested in civic expansion and those questions that make for more firmly solidifying Saskatoon's claim to being the most inviting point for investment in the west.



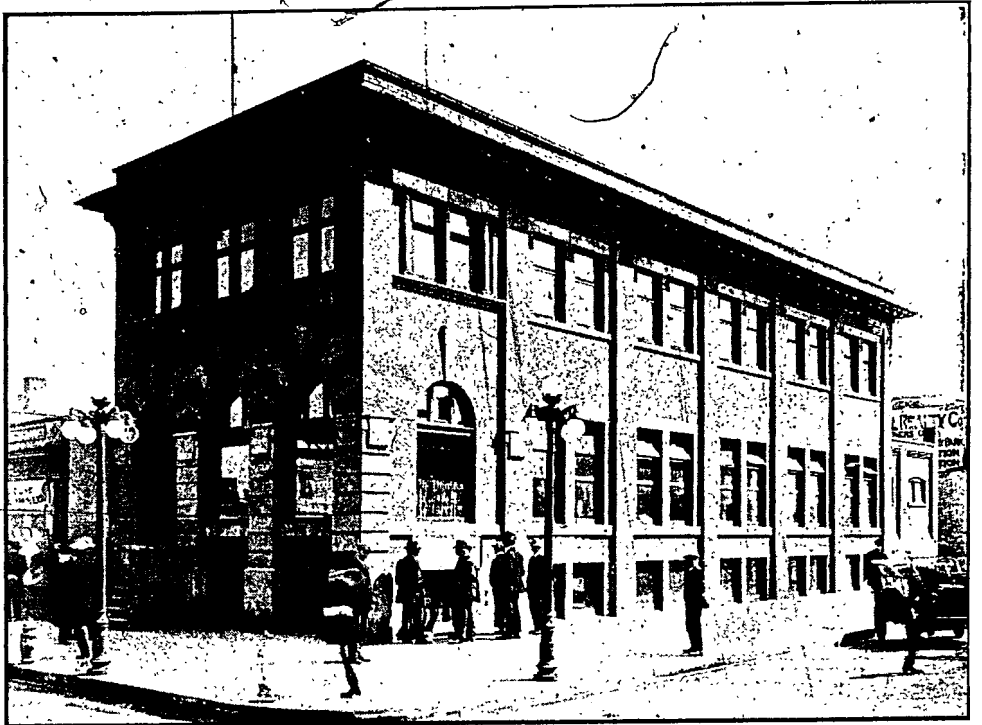
A PORTION OF THE FUNERAL EQUIPMENT OF THE PALACE LIVERY AND SALE STABLE

THE SASKATOON PHOENIX

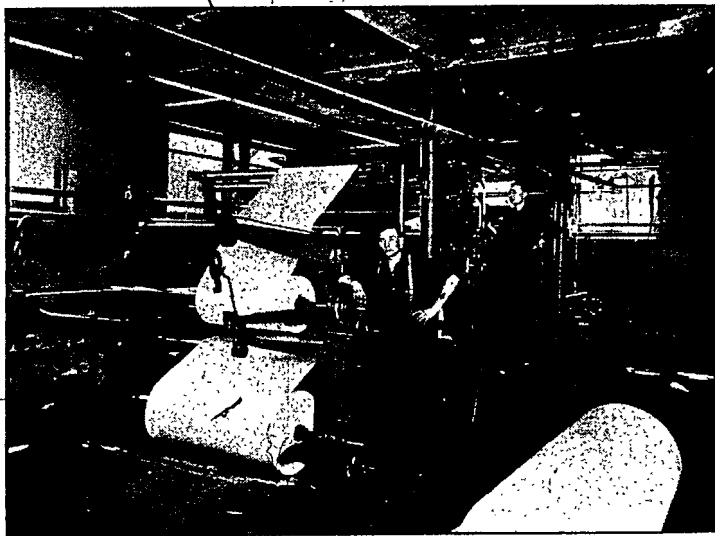
Saskatchewan's Foremost Newspaper
Print Shop, Where This Edition Was
Compiled And Produced Under Modern
Mechanical Conditions



Original Home Of The Phoenix. The Building Is Still Standing
Near The Foot Of Second Avenue



Present Home Of The Saskatoon Phoenix In The Heart Of The Business District



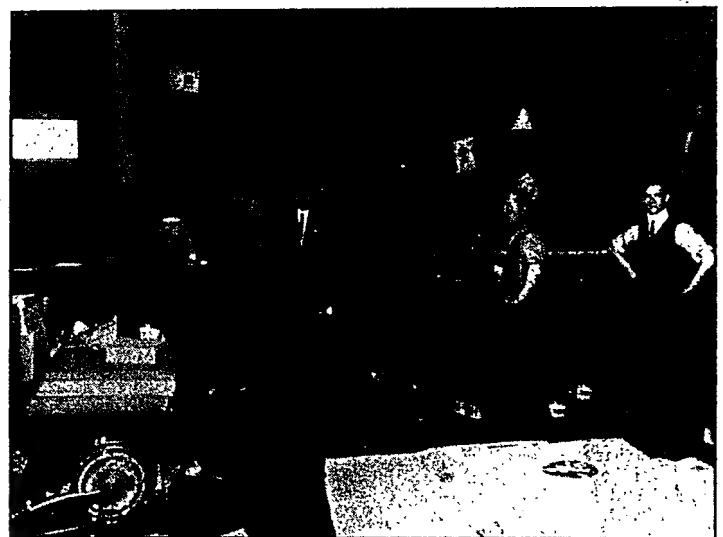
The Big Goss Straight Line Press on which The Saskatoon Daily Phoenix is printed.



Part of the Linotype Machines that set the Type for The Saskatoon Phoenix.



The Monotype Department, where the type was made for the Exhibition-Harvest
Edition of The Saskatoon Phoenix.



The Optimus Press, where this edition was printed. This press has been operated
24 hours daily for several weeks by three expert pressman, producing this Edition.



A busy corner of the bindery of The Phoenix Job Print, where this book was bound.
Loose sheets are shown in process of binding.



A corner of the Job Department and compositor, who have devoted weeks to the
production of the Exhibition-Harvest Edition of The Saskatoon Phoenix.

Hospital Accommodations of Saskatoon Reflect Credit on Early Efforts of Pioneers

By Dr. H. A. STEWART

THE earliest efforts to provide hospital accommodation in Saskatoon for the sick of Saskatoon were made by private parties. Mrs. Arnold opened a small hospital on Coy Avenue, Nutana, where she continues the work. She began in 1902 when Saskatoon was a village. Miss Sisley opened a hospital on Fourth Avenue in 1905. Miss Sisley's hospital was taken over by the city in 1907.

Since then rapid strides have been made in hospital extension. In 1909 the present City Hospital building was opened. It had a capacity of 55 beds. The third floor was occupied by the nurses in charge.

At that time this much hospital accommodation seemed to many, greater than was required, but owing to the prevalence of typhoid fever in the city and surrounding country it was soon found that the accommodations were not sufficient and extensions were made from time to time.

The completion of the Nurses' Home in 1912 made the Third floor of the hospital building available for patients.

At the present time the main building has accommodation for 70 patients, the annex 28, temporary buildings 30, and isolation hospital eighteen.

The City hospital makes provision for the isolation of infectious diseases such as diphtheria, scarlet fever, measles. An isolation hospital for small pox containing 12 beds is under the charge of the Health Department.

The Nurses' home is within two blocks of the hospital. It is a creditable structure and affords accommodation for 60 nurses, and other help required in the hospital.

With a view to further extension the City of Saskatoon voted \$485,000 for the erection of a new City hospital. The site chosen is on the University of Saskatchewan grounds where the hospital will be conveniently situated to the University and so available for clinical purposes when a medical faculty is added to the University.

The City hospital is administered by a board of seven Governors of whom the Mayor is a member ex-officio—three members are nominated by the City Council, and three elected by the people.

In speaking of the early efforts to care for the sick, the thoughtfulness and benevolence of the Rev. Father Paille must not be forgotten.

During the summer of the year 1903 typhoid fever was epidemic in Saskatoon. The sick were lying uncared for in hotels and boarding houses. The citizens of Saskatoon had not yet recognized their duty to make provision for their care and isolation of those suffering from this and other diseases. To provide the sorely needed care Father Paille opened the Presbytery on Fifth avenue to those suffering from disease. It is needless to say that every bed was soon filled. The problem of nursing the sick was then to be solved. Two sisters belonging to the Sisters of Charity visited the city and through the kindness of their superior were permitted to remain, and took charge of the work of nursing. These sisters did heroic work night



Dr. H. A. STEWART

and day for the unfortunate. Only those who were engaged in the work know the devoted efforts of these sisters.

Through the efforts of the Rev. Father Vachon and Mr. Frank S. Cahill the Sisters of Charity were induced to continue the hospital work in Saskatoon.

The beautiful site on Pleasant Hill was purchased, and March 19th, 1907 St. Paul's Hospital was opened with 30 beds.

At three different times since then extensions were made bringing the capacity up to seventy five beds, but it soon became apparent that more accommodation was required.

The new St. Paul's building was begun in 1911, completed and opened for patients November 1913. The new and old buildings have now 150 beds.

The high, airy well lighted wards make St. Paul's an attractive place for the sick. A maternity department is also being arranged for by the Sisters.

In planning St. Paul's Hospital the necessity of future extensions was kept in view, so that additions can be made to the building when required.

The City Hospital and St. Paul's Hospital provide accommodation for the sick, not only of Saskatoon but also very largely for the sick needing hospital care for a radius of 100 miles around Saskatoon.

Both hospitals have well equipped operating departments and have developed a technique that has resulted in excellent success in this department of hospital work.

The advantage of ample hospital accommodation is seen in the readiness with which epidemics of infectious diseases are stamped out.

Occasionally cases of scarlet fever, diphtheria and typhoid occur. These are immediately isolated in the hospital and the possibility of the disease spreading is reduced to a minimum.

Typhoid fever, once so great a scourge, is now almost unknown in Saskatoon. This is of course very largely due to the city's excellent water supply, and to the vigilance of the Health Department, but also to the hospitals that make it possible to isolate all cases when they occur.

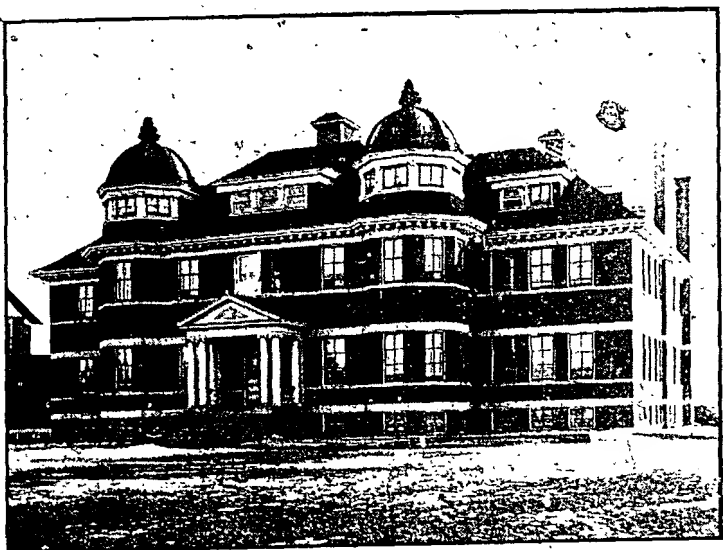


THE CITY'S HOSPITALS

Saskatoon's Spacious Hospitals, Equipped With Every Modern Device, Capable of Caring for Patients Afflicted with all Ailments, are a Credit to the Metropolis.

St. Paul's Hospital (above) has but recently been enlarged and improved.

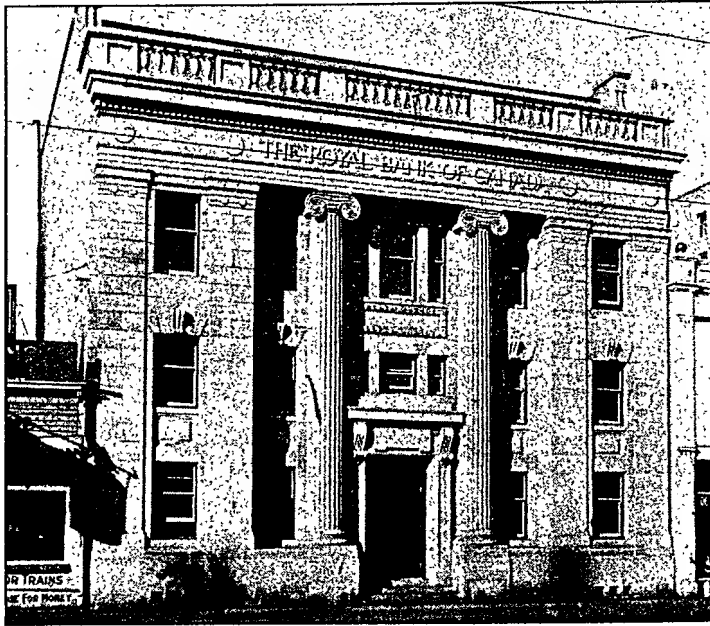
The City Hospital (left) is daily being bettered and brought to the Acme of Professional Service. Further Extensions are Already Being Planned.



THE CANADIAN AGENCY LIMITED

(Of London, England)

Splendid Type of Financial and Developing Institution Operating in Saskatoon and Expending Large Sums in Creating Garden Spot for Residential Purposes



The Royal Bank Building—Office Home of The Canadian Agency, Ltd.

THE mere presence of a business institution is in itself an evidence of development in a city's growth, but when that institution becomes a part of the warp and woof of public enterprise, expends large sums in aiding development and supplies a channel through which to clear large transactions, including the financing of civic and private ventures, it at once assumes an importance entitling it to the status of something operating for the general good of the community.

It is in the possession of such business institutions that Saskatoon can lay claim to being solid from the ground up and its progress due to the laws of business that knows no limitations in advancement.

If one cares to enquire and look beneath the surface to find the cause of the development of the city during the past few years it will be disclosed that it is due to the fact that the most timid and discriminating capital has been employed in founding its business life.

Among the institutions typical of this character of capital is the Canadian Agency, Limited, of London, England, which just now is giving a demonstration of to what lengths its confidence reposes in the city of Saskatoon. This company is expending approximately a quarter of a million dollars in developing one of the finest residence districts of the city, and when it has completed its programme it will have contributed something to civic beauty and in value unsurpassed by any individual or corporation that has invested its funds in Saskatoon.

The Canadian Agency represents that go-ahead spirit characteristic of the west, and in its local manager, Mr. W. Laidlaw has a man who believes in doing things on a large and permanent scale, backing his ideas with sound business logic and the expenditure of money in carrying them to successful conclusion. He believes in creating additional values by improvements that will guarantee to those who purchase all that they could wish.

This is exemplified in the Garden City "Glencairn," he is creating as the most desirable residence section of Saskatoon, and which within a few years will become one of the beauty spots of the northwest. This tract has been boulevarded and laid out after the most approved plans of city beautification,

giving a refinement and visual satisfaction to every surrounding and creating a spot for homes in keeping with the advanced tastes of those who desire something beyond the ordinary in home surroundings.

Thousands of trees and shrubs are being planted, and to supply the demands of the company a large nursery has been established and plant life propagated under the most advantageous conditions, guaranteeing hardiness as well as beauty. The boulevards are being lined with flowers and plant life suitable to the soil of the country and the climate, and this work will continue until the entire landscape effect is achieved, when the property will be put upon the market.

The company has a paid-up capital of two and a half million dollars, and its investments in western Canada have not been niggardly. Through its agencies large sums of outside capital have been brought in and its direction has proved the value of such agencies in guiding investors into safe and sound channels.

The Canadian Agency, Limited, is typical of the sound, conservative financial institutions of the west, and offers a safe channel for the investor to utilize in seeking investments that are all the word implies. Employing only the highest business ethics in its dealings it stands alone as one of the most important adjuncts to the development of a resourceful country, commanding the confidence of the local business world as well as those who require its agencies.

The agency occupies a handsome suite of offices in the new Royal Bank Building on Second Avenue, where plans of its Garden City development are shown together with an outline of the work in progress.

In addition to its nurseries the company has erected a beautiful green house and conservatory, where they will propagate chrysanthemums, and hot-house plants and vegetables such as tomatoes, etc.

Mr. Laidlaw assumed the local management during November 1912, and has charge of the financial department of the agency. The real estate department is under the sub-direction of Mr. Morris.

Associated with Mr. Laidlaw in this laudible enterprise is Mr. J. F. Cairns, the live wire of Saskatoon, from whom the garden city derives its name "Glencairn."



THE QUAKER OATS COMPANY

One of the Large Industrial Institutions of Saskatoon Which Plays
An Important Part in the Development of the City and Province



AMONG the big industrial enterprises of the west that are just now playing an important part in its development and which has built up a remarkable market for the farmers while at the same time bringing large volumes of money into Saskatoon is the Quaker Oats Company.

"Quaker Oats" is a household word in more homes than any other food staple upon the market, and the products of this big manufactory have become world-famous.

When Saskatoon secured the location of the company's western plant it gathered to itself a plum which many other cities would have been happy to garner. And Saskatoon is proud of the institution not only for the assurance it gives in the way of pure and wholesome products, but because of the co-operative spirit shown by the owners in joining hands with the Northwest in developing the country. While other manufacturers of cereals and flours were locating their plants at distant points, taking advantage of conditions guaranteeing business without consideration for the country in which its big markets lay, the Quaker Oats company joined forces with the empire builders of Northern Saskatchewan and invested hundreds of thousands of dollars in one of the most modern and complete plants on the continent, disseminating large sums of money among contractors and laborers while creating one of the best payrolls of the city. Therefore when the housewife goes into a store for her cereals or flour she has a vision of the immense plant over in the west side of the city, with its army of happy, well paid employees and its tracks filled with carloads of Saskatchewan grain; for which the farmers have been paid top prices, and the name "Quaker Oats" and flour presents itself by auto-suggestion.

The Quaker Oats Company was among the first big world-famed industries to adopt the system of building up public good will. There were times when its products had secured such a foothold upon public opinion that it was in a position in a measure to dictate prices both for its raw material as well as its products. There was so little competition that it was not necessary to court public opinion or good will, but the founders of the company were men who had risen to the present heights by capitalizing public good will as an invaluable asset. As population grew and markets broadened the company adopted a paternal attitude and looked about for opportunities to give expression to its constructive policy. It was among the first to see the opportunities in Canada, and consequently built an immense plant at Peterboro. When it became known that a new commercial centre was to be developed at Saskatoon the company joined hands with those who had commenced the work and built a plant in this city that is a credit to the Canadian West. This structure embraces 27,000 square feet and employs, under normal conditions, one hundred and twenty men.

While its payroll is in itself something upon which the city may boast, its importance to the farmer is even more pronounced. Some idea of this fact may be gained when it is known that the capacity of the plant is three hundred

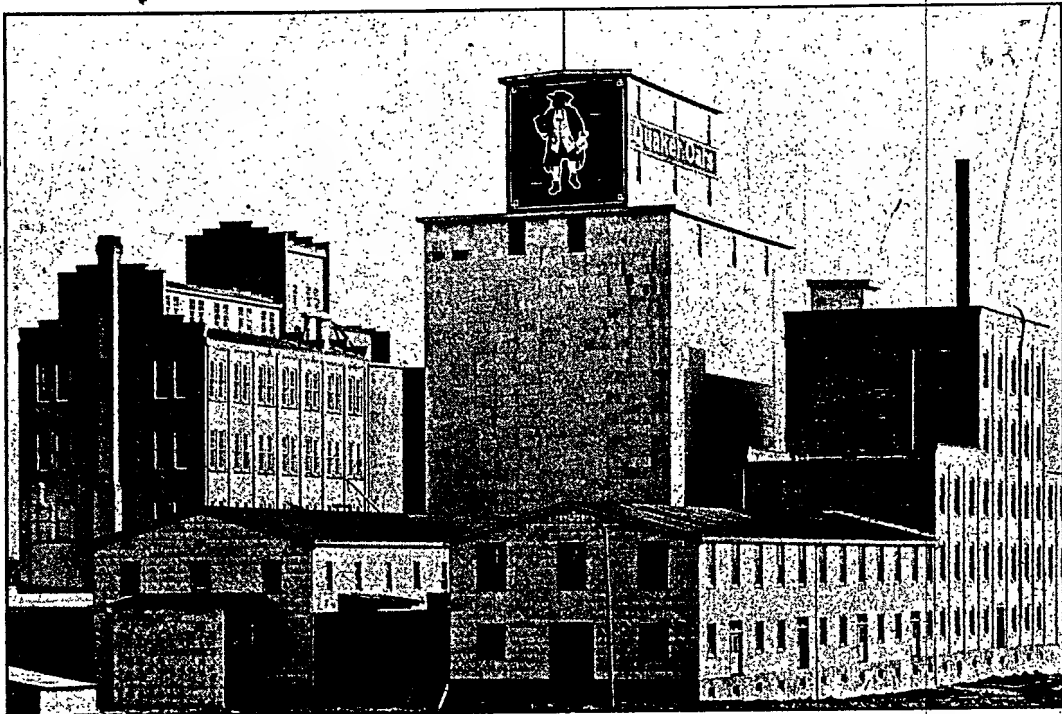
barrels of oat meal and seven hundred barrels of flour daily. This means that each day eight thousand packages of oat meal can be turned out. To supply this amount of health-giving and strength-building food the company pays to the Saskatchewan farmer an average of ten thousand dollars per month for oats alone. In the manufacture of flour an average of eighty-two thousand bushels of wheat are consumed monthly, disbursing to the farmer approximately sixty-four thousand dollars each month. With its payrolls and disbursements for raw material the company distributes approximately one million dollars annually in Saskatoon and vicinity.

Having established its plant in Saskatoon the company's representatives are among those who take the most active interest in the city's affairs. The great business built up has been due to the employment of those methods and systems that recruits and holds public confidence, giving

a square deal to those who distribute its products and encouraging the farmers by paying the best prices for their grain.

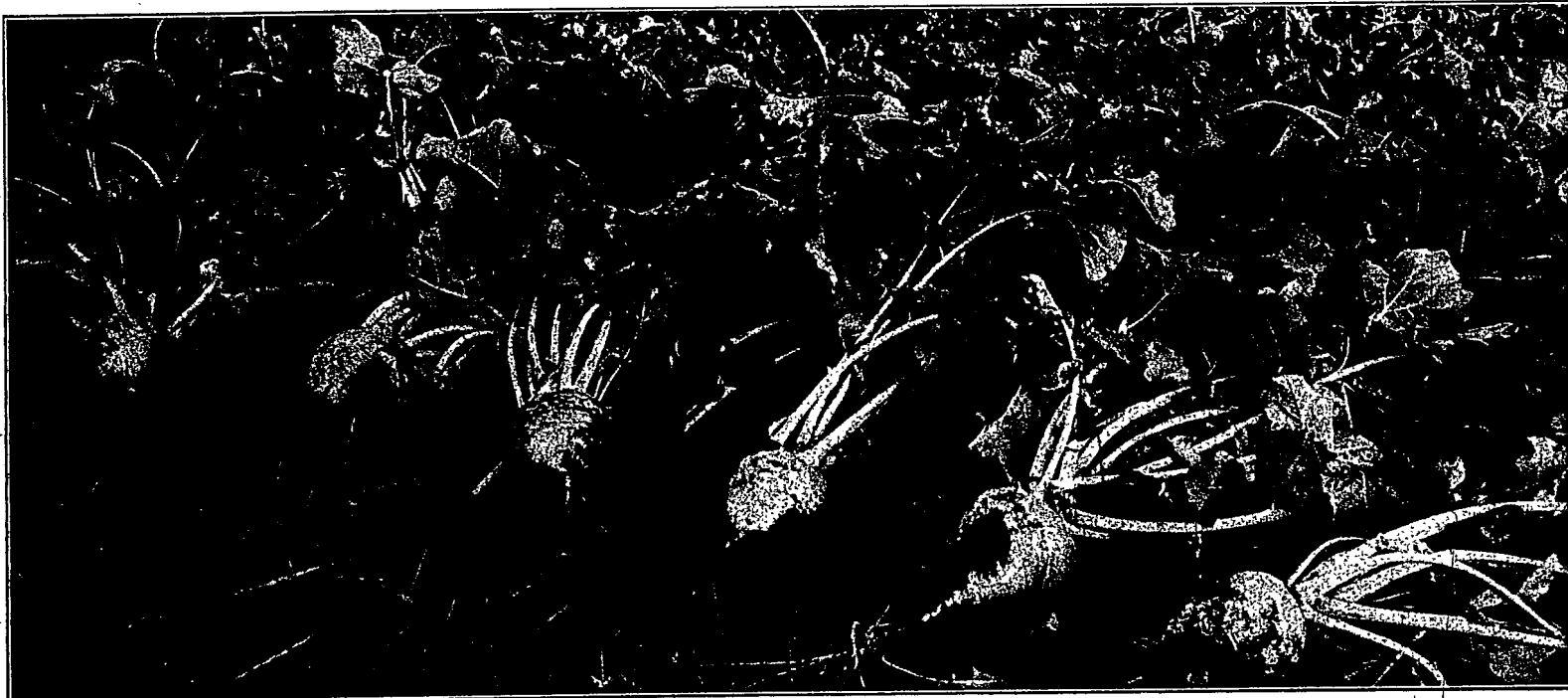
In this work the company has as local manager Mr. T. A. Potter, who came here upon the completion of the plant in 1913. Mr. Potter has represented the company in various parts of America and Europe, being for a time located in Germany. Since coming to Saskatoon he has taken an active interest in the city's affairs and established himself as one of its leading business men and boosters.

Saskatoon is proud of having secured the Quaker Oats Company as one of its big industries, and the people throughout the west delight to show their appreciation of a home product, especially one whose trade mark has been known throughout the civilized world for almost forty years, and during that time has maintained its reputation for excellence and wholesomeness.



PLANT OF THE QUAKER OATS COMPANY, SASKATOON, THE ONLY ONE WEST OF CHICAGO

Saskatchewan Gardens Produce PROLIFIC PROFITS FOR CAREFUL CULTIVATORS



TURNIPS GROWN ON A SMALL TRACT IN THE SASKATOON DISTRICT

Vegetable crops raised in the Saskatoon district have proven profitable. Turnips, cabbage, onions and other green vegetables have brought rich returns. Fertility of soil and careful cultivation work wonders.

MACKENZIE & THAYER, LIMITED

BUILDING SUPPLIES DEPOT THAT HAS GROWN AND EXPANDED UNDER THE IMPETUS OF BUILDING GROWTH IN SASKATOON WITHIN THE PAST FEW YEARS

THE best evidence of the solidity and stability of a business institution is found in the attitude of the concern immediately following a spirited boom in city development. There are concerns that enter the field to take advantage of immediate high prices and quick returns and are ready to depart as soon as business reaches a normal stage. The company,

with its other big affairs. Organized some four years ago in Saskatoon, the company brought in the many splendid facilities that have entered into the city's handsome buildings, such as hollow brick, pressed and enamelled brick of all shades and shapes, ready roofings, terra-cotta and partition tiles, sewer pipe and drain tile, building paper and felts, Portland

has been compelled to enlarge its yards and depot at Twenty-third street and Ontario avenue, which it acquired upon opening business. Its ample trackage and storage facilities permits of the quick despatch of orders to distant points throughout the west, where it has a large and increasing trade.

In connection with its delivery system from eight to



One of the Warehouses and Part of the Staff of Mackenzie & Thayer, Limited

firm or individual who begins on a firm foundation, makes preparation for the future and builds a good will in public confidence, is a real power in a city's business affairs. For this reason Mackenzie & Thayer, Limited, takes its place among Saskatoon's permanent business institutions with the prestige of thoroughness behind it, and ability to meet any draught placed upon it. Handling as it does building supplies, the company has contributed as much to the building of Saskatoon as any element in its confines. Beginning business some four years ago when everyone was in the market to build at once, this concern demonstrated its resourcefulness by scouring the markets of the continent for the finest materials entering into building construction. While others were taking advantage of the situation to force up prices Mackenzie & Thayer adopted a standard schedule that appealed to contractors and builders alike, with the result that today its good will and reputation is one of its paramount assets, and the trade is glad to turn to such an old established firm with the assurance that nothing will be found wanting.

Properly organized and thoroughly in touch with every line of building supplies this firm boasts the most complete establishment of its kind in the province, and in addition has built up a coal trade that is in keeping

and Keene's cement, Diamond lime, loose and barreled, hard wall and wood fibre plaster, plaster of Paris, plasterers' hair, metallic siding, ceiling and roofing concrete re-inforcing, beaver board, metal lath, etc.



A Few of the Teams and Men Employed by Mackenzie & Thayer, Limited

These materials are carried in large volume so that prospective builders and contractors may find ample supplies on hand and ready for quick delivery.

Owing to heavy demands for supplies the company

a dozen teams are employed as well as a large number of men, creating good payrolls for the city.

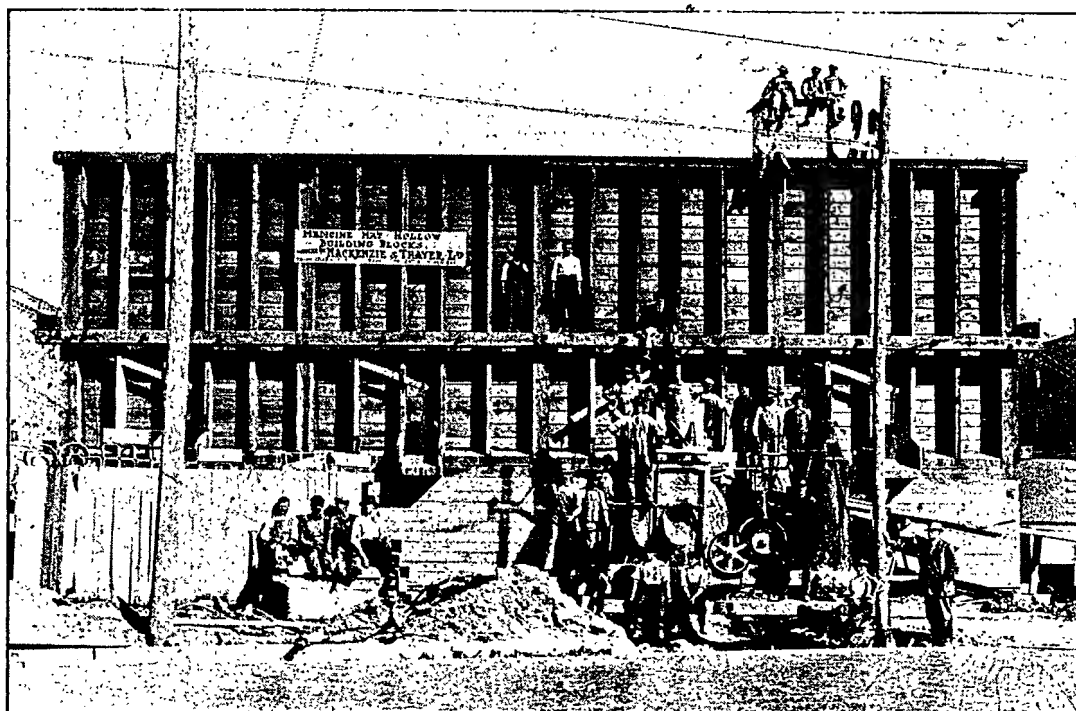
In its coal department it handles the best western and Pennsylvania coals, which are kept under sheds and out of the weather.

With the exception of Mr. D. Bowman, president of the company, its operations are in the hands of local men in R. M. Thayer, manager, and J. A. Mackenzie, secretary-treasurer, both of whom have enjoyed long and wide experience in their chosen field, are devoted advocates of the west and especially Saskatoon, their distributing centre.

Since coming to Saskatoon both Mr. Thayer and Mr. Mackenzie have taken an active interest in the work of city building and have been identified with every movement looking to the advancement of Saskatoon as one of the great and growing cities of the Northwest.

Like the other substantial institutions of the city Mackenzie & Thayer, Limited, have become a part and parcel of Saskatoon, having invested heavily in its property and developed along the most practical lines.

Such firms merit the confidence of the public, and the public has not been slow to recognize the advantage such institutions bring to the city and province.



Materials and Equipment in Many Saskatchewan Structures Supplied by Mackenzie & Thayer, Limited

The Interprovincial Coal Company, Limited

Fuel Producing Concern, Headed by Enterprising Saskatoon Men, Which Promises to Cut the Cost of Coal in Two Within the Next Few Months—Quality Is Superior.

THE fuel question—that bogey that has years arisen annually before the people of Saskatoon and the surrounding country is nearing a solution and so completely will the problem be solved that coal mined in Alberta, less than 250 miles from Saskatoon will soon be delivered in the bins of homes of this city at a cost one third less than that paid at the present time for an inferior product.

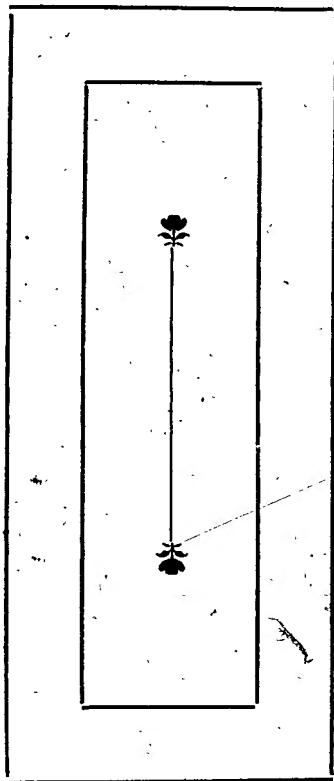
This encouraging state of affairs is being brought about through the labors of two of Saskatoon's most progressive and enterprising citizens, William Murphy, pioneer real estate

of modern machinery which will place the mine in a position to place about 500 tons daily on the cars at Castor. The present capacity of the mine, 100 tons, is being sold as fast as it is mined because of its peculiar qualities for good service and burning qualities.

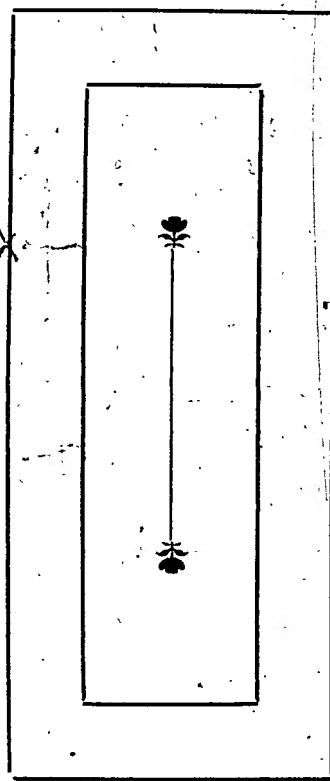
Coal turned out by the Interprovincial Coal Company burns with a steady flame, has an intense heat-giving power and leaves no soot, the small amount of ash being similar to that left by wood, a light, flaky white substance. Tests made in heating stoves in Saskatoon during the last winter show that

upper hand not only because of the reduction in price but because of the ability of the company to produce a coal of much superior lasting and heating qualities.

The mine at Castor is on the Kerrobert-Lacombe branch. Under present conditions the coal cars must be hauled almost twice the distance from Castor to Saskatoon in order to reach the city. The connecting link between Castor and Kerrobert is now nearing completion, lessening the haul by one half and reducing the freight rate from \$3.30 per ton to \$1.95 per ton.



GEORGE W. McPHEE



owner and dealer and Mr. George W. McPhee, barrister, who have acquired 260 acres of the most valuable coal bearing lands in the district adjoining the town of Castor, Alberta, and who formed The Interprovincial Coal Company Limited, to take over the proposition. The company is today developing a wonderful seam of coal from five to nine feet thick and laying its plans for the opening of a coal business of magnitude with the opening of the coming winter season.

The discovery of this coal deposit is of greater significance and importance to the city of Saskatoon than many surmise. High cost of fuel has already been reduced through the activities of this company, the price having been slashed half a dollar during last season while other properties were disposing of coal at a figure far in advance and at the same time delivering a product not superior to that of the above company.

As a result Saskatoon home owners, business men, manufacturers and the farmers in the surrounding country will reap considerable benefits in the way of reduced coal bills. Plans are now under way for the installation

the pipes used all during the cold season contained no soot when taken down in the spring. In composition it has been adjudged, the best lignite coal in western Canada and so great has been the demand and the requests for contracts in advance that the company is looking forward to a remarkable business the first year the mine is placed in full operation. Twenty men have been employed steadily at the plant.

The seam which is now being developed is within 20 feet of the surface. Three seams have been located, all within 200 feet of the surface, these seams being even larger and of a better quality than that now being developed.

That coal will be reduced in price to \$5.00 per ton is almost a certainty for Saskatoon the coming winter. The completion of the branch line connecting Castor and Kerrobert means the shortening of the haul to Saskatoon and the lessening of the freight charges to such a degree that approximately \$1.00 will be lopped from the price at the present time charged for the fuel. In competition with other fuel companies, the Interprovincial has won the

Mr. Murphy, the head of the organization is one of the best known pioneers of the city. Coming here eleven years ago as a tinsmith, he located on a homestead which is now a part of the city limits. Mr. Murphy put the first subdivision in Saskatoon on the market when he disposed of 16 five acre blocks of his farm in record time more than 10 years ago.

Foresight and wisdom in making investments has enabled him to secure valuable properties in all desirable portions of the city, these properties being worth many times the amount paid for them originally. His faith in the future and confidence in Saskatoon has not dwindled one iota despite financial stringencies and he is today one of the principal boosters of the city. He is prominent in the Real Estate Board and Board of Trade circles. Mr. George W. McPhee is one of Saskatoon's leading barristers, his record for merit and true worth being high among members of the profession in the province. With these two men of ability at its head the success of the Interprovincial Coal Company is assured, and the support of the Saskatoon citizens is a certainty.

BIGELOW BROTHERS

Contractors

Men Who Have, Through Constructive Ability, Transformed
Saskatoon From a Village Into a City of Metropolitan Aspect

ONE of the things that impresses the local as well as the transient public is the excellence of building construction in Saskatoon and the rapidity with which the city has emerged from a ragged little village with makeshift structures to one of magnificent modern buildings and beautiful homes. Possibly no city in the west can boast more modern buildings and better structures, both from the point of construction and architectural beauty. This is due to the fact that only the best agencies have been employed in the work of building and concerns which have been made fine building construction their life's work.

Among these is the firm of Bigelow Brothers, contractors, who have left their hand-mark upon the city in the form of some of its most elaborate business, office and residence structures. Having given many years' study to building construction under architects and construction engineers world-famed for original ideas and completeness in plans of construction Bigelow Brothers entered the field in Saskatoon in 1907 and immediately began to attract attention to themselves as finished builders.

Among the prominent structures erected in Saskatoon

by this enterprising firm are the new Morton Block on Third Avenue between Twentieth and Twenty-first Streets, the handsome Sutherland school, the Princess school, the Victoria school, the new Bank of Nova Scotia building which has just been completed, the Bottomley Block, the pretty Land Titles Office building on Twenty-first Street, the elevator of the S. A. Early company, grain and feed dealers, and a score of others which are today models of perfection in architecture and solidity of construction. There is not a district in the better residential section that has not one or more of the structures erected by Messrs. Bigelow Brothers.

Ability to handle elaborate plans and carry out the desires of architects and engineers has been one of the strong features of this firm's workmanship. Through this same agency the firm reduces the "extras" bill, one of the terrors of the builder. Their plant is sufficient to handle any contract or no matter how large, and in constructing smaller buildings this big industrial machine proves its wonderful resourcefulness in the rapidity and completeness with which the structure is completed.

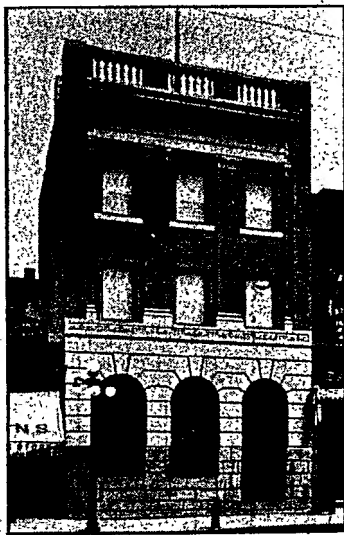
The company during the quiet season employs from

fifteen to thirty men, while its payroll sometimes mounts into large dimensions. It retains its most skilled employees and always has a well-organized working force ready to begin as soon as material is on the ground.

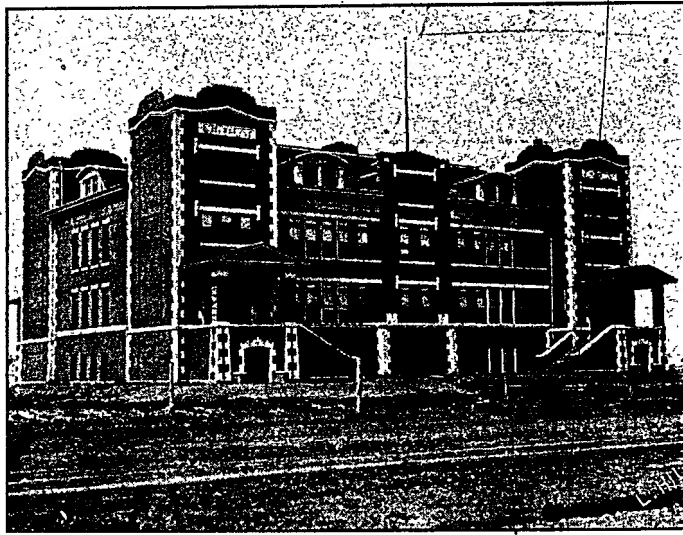
All contracts are given personal attention so that no errors shall creep in and so that the firm's hallmark of perfection is placed upon every job.

Messrs. Emerson and Joseph Bigelow, whose offices are 3 Bottomley block, and who compose the firm, came to Saskatoon from Nova Scotia and immediately became identified as permanent residents of the city. They have filled their niche in the general scheme of developing the city and furnished a splendid cog in the big machine of progress that has worked out the present magnitude of the city and is sending it forward to greater accomplishments.

Such firms are of inestimable value to a growing community, for they make possible the accomplishment of big things in the shortest space of time and assure the investor that he has responsible business institutions with which to deal in entering the field, and whether on the ground or not his desires will be fulfilled to the letter.



The New Bank of Nova Scotia
Erected by Bigelow Brothers



The Sutherland School, Sutherland, Sask.
Erected by Bigelow Brothers

A. DULMAGE RICHARD T. CHOWN Druggist

Drug Specialist Who Have Been Associated With The Growth of Saskatoon and Who Has
Been Instrumental In The Distribution of Pure Drugs and Emoluments of Thriving City

BUT a few years ago, reckoned by the time charts of the buffalo hunters and pioneers, Saskatoon's site was located somewhere between Winnipeg and the Pacific coast and Hudson Bay. At any rate the site of the metropolis that has grown and graced the province, was but little thought of by investors and home seekers of prominence who desired, with the investing of their savings, the assurance that they would be placed in a position to rear their families and to call Saskatoon their home.

It has been but a few years ago since the pioneer of the district of which Saskatoon is now the centre, was content to relieve his aches and pains with the most convenient mixture at hand. His medicine cabinet contained only the bottles of liniment of uncertain vintage, the flask of whiskey, the vials of patented goods which he was able to secure through the mails and the bandage and turniket-socalled—used in the first aid kits of the plain travelers.

With the transition of the village to the city of metropolitan proportions, this state of affairs has been changed. The citizen of today demands the purest of products. He demands the most capable attention when the accident befalls the member of his family and he insists upon the attention of the man versed in the medical profession should illness attack his loved ones.

Transformation of conditions and the changing of the modes of living have brought about not only the demand

for the services of the physician of experience and education but for the pharmacist capable of filling the prescriptions written by this man of degree. Time was when the druggist of the small town of the state or province was able to dispense the most ably diluted goods at enormous prices. This practice has been eliminated through the demand for pure food products and through the demand for the best the profession is capable of producing.

It has been because of the ability of the Rexall Store of Saskatoon, the institution headed by Mr. A. Dulmage to satisfy the demands of the most discriminating patron for these pure drugs, that the city has been given a drug store capable of supplying the purest of manufactured and prepared articles on the market today. From a small beginning this business has assumed such proportions that at the present time five men are required to attend to the wants of the scores of patrons who visit the store on Second avenue daily.

Mr. Dulmage, a man well versed in the ethics of pharmaceutical lines as well as being a resident of Saskatoon who appreciates the demand of the people for the purest of drugs, has secured the distributing agency for the pure drugs turned out by the Rexall Company—the company whose name itself is significant of purity and quality. Through dispensing this line of pure drugs to the people of Saskatoon the name of the Dulmage drug store has

become synonymous with the words purity in quality.

Businesses of the prominence of that established and managed by Mr. Chown, which has recently been taken over by Mr. A. Dulmage have been brought to prominence through the workings of experience gained in other fields. When but a lad Mr. Chown started into the apprenticeship of a drug store in the eastern portion of the Dominion, turning the crank to freeze the ice cream dispensed over the counter.

Mr. Dulmage, the present proprietor of the Rexall store is one of the best known druggists and prescription experts in the Canadian West. His experience has covered many years and many climes and when he purchased the Chown interests Saskatoon gained another asset of value. The stock carried at the present time is valued at more than \$25,000 with additions of purest of products being added constantly.

The Rexall Store, because of its popularity and central location in the heart of the business district, is the butting centre for the Saskatoon Nursery Company, pungent aroma of sweet blossoms filling the drugstore day and night.

With Mr. Dulmage at the head of this prosperous institution, backed by the experience and capability of this enterprising young man, the future of the Rexall store is rosy.



Interior of "The Rexall Drug Store"—A. Dulmage, Proprietor

"THE REXALL STORE"

"THE REXALL STORE"

COLOURED

100,000 Acres of Selected Farm Lands

Situated in The Following Districts:

CARROT RIVER - GOOSE LAKE - ROSTHERN
CENTRAL SASKATCHEWAN VALLEY



We Can't All
Farm On As
Large A Scale
As This, But
We Can All
Make A Good
A Crop of
Wheat As This
Under Proper
Conditions.

Let Us Help
You Get The
Proper Con-
ditions For The
Kind Of Farm
You Desire.

Harvesting Wheat With The Tractor

C. L. TANNER LAND COMPANY, Limited
Central Chambers - Saskatoon - Canada

Printing

Born at the dawn of the Renaissance, nursed by Gutenberg, Fust and Schoeffer, guided by Aldus Jenson and Caxton, fostered by Maioli, Grollier and Erasmus, quickened by Morris, Devlinne and Bradley. It has banished ignorance, prejudice and superstition, and developed the intellect of mankind, causing light to shine where only darkness was before. The world is better that it has existed, and in the hearts of those who love it is a gratitude which finds daily expression in work well done.

EDMUND G. GRESS

THE Exhibition Harvest Number

OF

The Saskatoon Phoenix

SASKATOON'S GREATEST
PRINTING ACHIEVEMENT

Printed, Compiled and Produced in the Plant of

The Phoenix Job Print

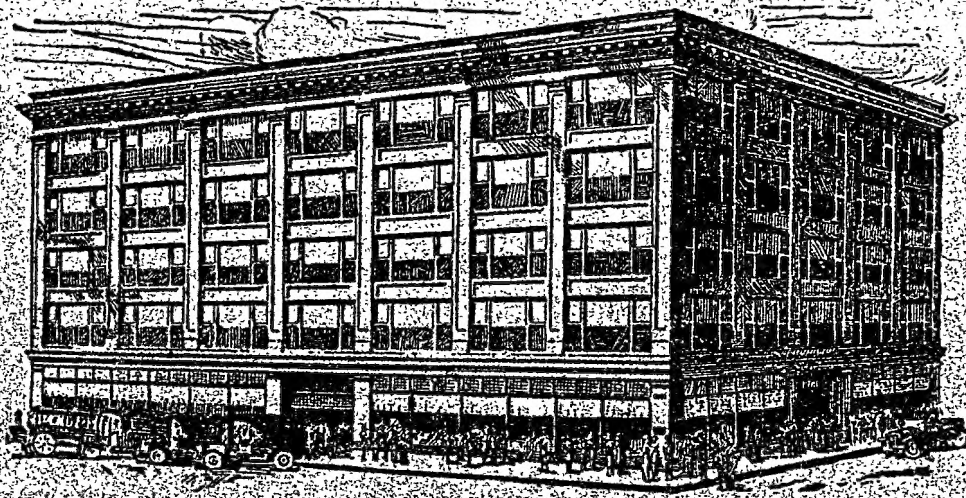
A. M. JONES, Manager

Phone 1843

Royal Block, SASKATOON

of Canadians

COLOURED



CAIRNS—The Home of Thousands of Bargains!

WHAT IS A BARGAIN? Is it not something really good and of recognised quality at a price below that ordinarily asked for the same or equal article? Is a thing a bargain if it is NOT what it is represented to be? If you want to buy a diamond and get a piece of glass, is the glass a bargain at any price? Is it ever **SAFE** to go for a bargain in any store that makes a practice of overstating values—to put it mildly?

The thing to consider always is **DOES THE HOUSE OFFERING THE BARGAIN BEAR A GOOD REPUTATION FOR TRUTH AND RIGHT DEALING.** Do you know that for eleven years the Cairns Store has stood before you, proving by its daily life its probity and honor? You **KNOW** when we say a thing, for some well understood reason, is to be sold at a price that is less than that ordinarily charged, that every word of it is **TRUE. HENCE IT IS A BARGAIN.**

CAIRNS'—The Home of Thousands of Bargains.

DINE IN OUR HOME-LIKE RESTAURANT

Open from 8 a.m. to 6 p.m.

Here, on the fourth floor, among cool, delightful surroundings and homelike appointments, with plenty of daylight and room, one may enjoy most comfortably a splendid wholesome meal. The quality of the food is absolutely the best. A long experienced chef is in charge. Many of his dishes are exclusive. The character of the service is irreproachable.

FULL COURSE DINNER at 50c : A LA CARTE 10c up : CLUB BREAKFAST 25 to 50c

J.F. CAIRNS
SECOND AVE. AT 23rd ST.

All Cars Stop at
Cairns' Corner

The Shopping Centre of
Saskatoon and

The Store of
Merchandise Plenty!